



University of Engineering & Management, Jaipur



Syllabus Outline for BBA Admission Batch 2025

| Subject Code | Subject Name                         | Credit | Lecture Hours | Theory/Sessional |
|--------------|--------------------------------------|--------|---------------|------------------|
| BBABB301     | Cost & Management Accounting         | 4      | 40            | Theory           |
| BBABB302     | Legal and Ethical issues in business | 4      | 40            | Theory           |
| BBABB303     | Human Resource Management            | 4      | 40            | Theory           |
| BBABB304     | Management Information Systems       | 4      | 40            | Theory           |
| BBABB305     | Customer Relationship Management     | 4      | 40            | Theory           |
| BBABB381     | Indian System of Health and Wellness | 2      | 20            | Sessional        |
| BBABB382     | Disaster Management                  | 2      | 20            | Sessional        |
| BBABB383     | Innovation & Entrepreneurship        | 2      | 20            | Sessional        |
| BBABB384     | Negotiation Skills                   | 2      | 20            | Sessional        |
| BBABB385     | Digital Readiness in Business        | 2      | 20            | Sessional        |

| List of Online Courses / Learning Pathway: BBA Admission batch 2025/2026 |          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| Students need to complete one course per subject                         |          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Semester 3                                                               | BBABB301 | <a href="https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/managerial-and-cost-accounting?source=search">1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/managerial-and-cost-accounting?source=search</a> ,<br><a href="https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/management-accounting-cost-optimization?source=search">2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/management-accounting-cost-optimization?source=search</a> ,<br><a href="https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/project-estimation-cost-management?source=search">3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/project-estimation-cost-management?source=search</a>                                                                                                                             |
|                                                                          | BBABB302 | <a href="https://www.coursera.org/videos/forecasting-budgeting-territories-evaluation/Ue5Yq?query=Legal+%26+Ethical+issues+in+Business&amp;source=search">1. https://www.coursera.org/videos/forecasting-budgeting-territories-evaluation/Ue5Yq?query=Legal+%26+Ethical+issues+in+Business&amp;source=search</a> ,<br><a href="https://www.coursera.org/videos/business-law-contracts-liability-and-regulation/dxAxs?query=Legal+%26+Ethical+issues+in+Business&amp;source=search">2. https://www.coursera.org/videos/business-law-contracts-liability-and-regulation/dxAxs?query=Legal+%26+Ethical+issues+in+Business&amp;source=search</a> ,<br><a href="https://www.coursera.org/videos/email-marketing-strategy-segmentation-design/3U81j?query=Legal+%26+Ethical+issues+in+Business&amp;source=search">3. https://www.coursera.org/videos/email-marketing-strategy-segmentation-design/3U81j?query=Legal+%26+Ethical+issues+in+Business&amp;source=search</a> |
|                                                                          | BBABB303 | <a href="https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/specializations/human-resource-management?source=search">1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/specializations/human-resource-management?source=search</a><br><a href="https://www.coursera.org/specializations/generative-ai-for-human-resources">2. https://www.coursera.org/specializations/generative-ai-for-human-resources</a><br><a href="https://www.coursera.org/learn/human-resources-management-essentials">3. https://www.coursera.org/learn/human-resources-management-essentials</a>                                                                                                                                                                                                                                                                                                                                                 |
|                                                                          | BBABB304 | <a href="https://www.coursera.org/videos/intro-to-management-consulting/PVWhO?query=Management+Information+System&amp;source=search">1. https://www.coursera.org/videos/intro-to-management-consulting/PVWhO?query=Management+Information+System&amp;source=search</a> ,<br><a href="https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/information-technology-it-fundamentals-for-everyone?source=search">2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/information-technology-it-fundamentals-for-everyone?source=search</a> ,<br><a href="https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/specializations/information-systems?source=search">3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/specializations/information-systems?source=search</a>                                                                                                         |
|                                                                          | BBABB305 | <a href="https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/customer-relationship-management?source=search">1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/customer-relationship-management?source=search</a> ,<br><a href="https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/microsoft-advanced-customer-relationship-management?source=search">2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/microsoft-advanced-customer-relationship-management?source=search</a> ,<br><a href="https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/customer-relationship-management-case-study?source=search">3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/customer-relationship-management-case-study?source=search</a>                                                                               |
|                                                                          | BBABB382 | <a href="https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/disaster-crisis-emergency-preparedness-communication?source=search">1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/disaster-crisis-emergency-preparedness-communication?source=search</a> ,<br><a href="http://coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/disaster-preparedness?source=search">2. http://coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/disaster-preparedness?source=search</a> ,<br><a href="https://www.coursera.org/videos/ai-in-government/c2k22?query=Disaster+Management&amp;source=search">3. https://www.coursera.org/videos/ai-in-government/c2k22?query=Disaster+Management&amp;source=search</a>                                                                                                                                                                                 |
|                                                                          | BBABB385 | <a href="https://www.coursera.org/videos/bcg-uva-darden-digital-transformation/GfQiq?query=Digital+Readiness+in+Business&amp;source=search">1. https://www.coursera.org/videos/bcg-uva-darden-digital-transformation/GfQiq?query=Digital+Readiness+in+Business&amp;source=search</a> ,<br><a href="https://www.coursera.org/videos/transforming-with-data-analytics-and-organization/MTuNB?query=Digital+Readiness+in+Business&amp;source=search">2. https://www.coursera.org/videos/transforming-with-data-analytics-and-organization/MTuNB?query=Digital+Readiness+in+Business&amp;source=search</a> ,<br><a href="https://www.coursera.org/videos/bcg-uva-darden-digital-transformation/A2AsB?query=Digital+Readiness+in+Business&amp;source=search">3. https://www.coursera.org/videos/bcg-uva-darden-digital-transformation/A2AsB?query=Digital+Readiness+in+Business&amp;source=search</a>                                                                   |



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



**Syllabus for BBA Admission Batch 2025**

**Subject Name: Cost & Management Accounting**

**Credit: 4**

**Lecture Hours: 40**

**Subject Code: BBABB301**

**Pre-requisite: Basic Knowledge of Cost and Financial Management**

[Study Material](#)

[COURSERA](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

**COURSE OBJECTIVES:**

1. To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead cost.
2. To enrich the knowledge of the learners in knowing and applying various tools like ratio analysis, cash flow statement, marginal costing for analysing the financial statements for managerial information

3. To provide with the basic understanding of budgetary control.
4. To develop the knowledge of the learners to understand and prepare a management report.

### **COURSE OUTCOMES:**

CO 1: Student should be able Interpret the relevant theories of cost accounting and prepare Cost sheet and along with the implication of material and labor costing in the preparation of Cost sheet.

CO 2: Students should able understand the implication of ratio analysis.

CO 3: Students should able to under the concept of Marginal costing and its implication.

CO 4: Students will be able to develop and design effective financial plan and Interpret the financial statements for managerial decision making and preparation of management report.

| Module | Topic                                                 | Sub-topics                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Text Book as per Syllabus                                                                   | Mapping with Industry and International Academia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Lecture Hours | Corresponding Lab Assignment                                                                                                                                                              |
|--------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.     | <b>Introduction to Cost and management accounting</b> | <ul style="list-style-type: none"> <li>Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting.</li> <li>Cost Concepts-Cost classification – Elements of cost.</li> <li>Preparation of cost sheet. Segregation of Costs as Prime cost, Works Cost, Cost of Goods Sold and Cost of Sales. Meaning of Direct and Indirect Cost</li> </ul> | Cost and Management Accounting By M N Arora (Himalaya Publication House) Chapters – 1 and 2 | <p><b>International Academia:</b><br/> <a href="https://ocw.mit.edu/">https://ocw.mit.edu/</a></p> <p><b>Industry Mapping:</b><br/> <i>Understanding the relevance of cost accounting in the industry and its need. Preparing store ledger accounts, inspection of store ledger accounts, implementation of inventory control system.</i></p> <p><b>AICTE curriculum :</b><br/> <a href="https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf">https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf</a></p> | 10            | <p>1. Case Study on basic cost accounting</p> <p>Link:<br/> <a href="https://www.hbs.edu/faculty/Pages/item.aspx?num=43888">https://www.hbs.edu/faculty/Pages/item.aspx?num=43888</a></p> |

|   |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |                                                        |
|---|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------------------------------------------------------|
| 2 | <b>Material, Labour and Overheads</b> | <ul style="list-style-type: none"> <li>Material cost- direct and indirect material cost, Inventory control techniques-stock levels, EOQ, ABC analysis. Issue of materials to production.</li> <li>Pricing methods- FIFO, LIFO and Average methods.</li> <li>Labor cost: Methods of payment of wages including incentive plans -Halsey and Rowan plans</li> <li>Overheads: features, classification, allocation of overheads, absorption of overhead.</li> </ul> | Cost and Management Accounting By M N Arora (Himalaya Publication House) Chapters – 3, 4 and 5 | <p><b>International Academia:</b><br/> <a href="https://ocw.mit.edu/">https://ocw.mit.edu/</a></p> <p><b>Industry Mapping:</b><br/> <i>identifying where money is being spent and reduces unnecessary expenses, managing the cost elements to increase margins in the business.</i></p> <p><b>AICTE curriculum :</b><br/> <a href="https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf">https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf</a></p> | 10 | .Case Study on inventory management                    |
| 3 | <b>Financial Statement Analysis</b>   | <ul style="list-style-type: none"> <li>Comparative Income Statements and Balance Sheets- Common Size Income Statements and Balance Sheet analysis</li> <li>Trend Analysis. Ratio Analysis – Introduction, Classification &amp; Interpretation of Ratios- Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios</li> </ul>                                                                            | Cost and Management Accounting By M N Arora (Himalaya Publication House) Chapters – 15         | <p><b>International Academia:</b><br/> <a href="https://ocw.mit.edu/">https://ocw.mit.edu/</a></p> <p><b>Industry Mapping:</b><br/> <i>Enabling students for better pricing, profitability analysis, and informed strategic decision-making in an industry.</i></p> <p><b>AICTE curriculum :</b><br/> <a href="https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf">https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf</a></p>                     | 10 | Relevant case study on financial analysis of companies |

|   |                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |                     |
|---|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---------------------|
|   |                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                             | <a href="#">20Framework.pdf</a><br><br><b>MIT Courseware:</b><br><a href="https://ocw.mit.edu/courses/15-963-management-accounting-and-control-spring-2007/pages/calendar">https://ocw.mit.edu/courses/15-963-management-accounting-and-control-spring-2007/pages/calendar</a>                                                                                                                                                                                                                                |    |                     |
| 4 | <b>Marginal Costing and Budgetary control</b> | <ul style="list-style-type: none"> <li>• Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing</li> <li>• Break Even Analysis-Meaning and Importance - Break even chart</li> <li>• P/V ratio - Cost Volume Profit Analysis- Margin of Safety-Angle of Incidence-Problems in Marginal costing.</li> <li>• Meaning and Importance of Budgetary Control, Types of Budgets</li> </ul> | Cost and Management Accounting By M N Arora (Himalaya Publication House) Chapters – 10 & 12 | <b>International Academia:</b><br><a href="https://ocw.mit.edu/">https://ocw.mit.edu/</a><br><br><b>Industry Mapping:</b><br><i>Enabling students in in better short-term decision-making, such as pricing, product mix, and break-even analysis.</i><br><br><b>AICTE curriculum :</b><br><a href="https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf">https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf</a> | 10 | Relevant case study |

**\*Submitted by Prof(Dr). Ajanta Ghosh, IEM Saltlake Campus; Prof. Suchandra Bose, IEM Saltlake Campus \***

#### **TEXTBOOK:**

1. Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya Publishing House.
2. Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers.

3. Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman Allied Services

**REFERENCE BOOK:**

1. Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand.
2. Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education





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



Syllabus for BBA Admission Batch 2026

**Subject Name:** Legal and Ethical issues in business      **Credit:** 4      **Lecture Hours:** 48

**Subject Code:** BBABB302

**Relevant Links:**   [Study Material](#)   [COURSERA](#)   [MIT Opencourseware](#)   [NPTEL](#)  
[LinkedIn Learning](#)

**COURSE OBJECTIVES:**

1. The course aims to provide students with the understanding of key legal and ethical issues in the business context of India
2. The course will help students analyse ethical dilemmas in business decisions
3. The course will help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisations.
4. The course will help the students gain knowledge about the ways in which organizational and individual factors impact business ethic

**COURSE OUTCOMES:**

- CO 1: Students will be able to apply ethical theories for business decision making.  
CO 2: Students will be able to understand legal processes from a business perspective.  
CO 3: Students will be able to understand the different laws governing business practices.  
CO 4: Students will be able to analyse current legal and ethical trends in business management.

| Module number | Topic                        | Subtopics                                                                                                                                                                                                                                                                                                                                                                           | Mapping with Industry and International Academia                                                                                                                                                                                                                                                                                                                                                    | Lecture Hours | Textbook                                                                                                             | Corresponding Lab Assignment                                          |
|---------------|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| Unit-I        | Introduction to Business Law | Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law | <b>International Academia</b><br><a href="https://ocw.mit.edu/courses/11-166-law-social-movements-and-public-policy-comparative-and-international-experience-spring-2012/">https://ocw.mit.edu/courses/11-166-law-social-movements-and-public-policy-comparative-and-international-experience-spring-2012/</a><br><b>Mapping with Industry</b><br>Understanding of Legal Issues related to business | 12            | Business Regulatory Framework - P.Saravanel S.Balakumar R.Mukherjee; Himalaya Publishing House<br>Modules I, II      | Case study<br>1.Balfour vs Balfour (1919)                             |
| Unit-II       | Sales and Leases             | Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability; Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge                                                                                                                 | <b>International Academia</b><br><a href="#">Law for the Entrepreneur and Manager   Sloan School of Management   MIT OpenCourseWare</a><br><b>Mapping with Industry</b><br>Concepts of Sales and Leases                                                                                                                                                                                             | 12            | Business Regulatory Framework, P.Saravanel , S.Balakumar, R.Mukherjee; Himalaya Publishing House<br>Modules III & IV | Assignment based on laws governing Contracts & Negotiable instruments |
|               |                              |                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                     |               |                                                                                                                      |                                                                       |

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|----------|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Unit-III | Introduction to Business Ethics | <p>The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment &amp; business; Issues related to Business Ethics in marketing, finance &amp; human resource functions. Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.</p> | <p><b>International Academia</b><br/> <a href="#">Ethical Practice: Leading Through Professionalism, Social Responsibility, and System Design   Sloan School of Management   MIT OpenCourseWare</a></p> <p><b>Mapping with Industry</b></p> <p>Understanding Basic concepts of The India Contract Act 1872</p> | 12 | <p>Values &amp; Ethics of Profession and Business, S.K.Sarang, Asian Book Publication Limited<br/> Chapters – 7, 15 &amp; 16</p> | <p>Case study</p> <p>1.Ethics, Gifts, and Education: Managing Conflicting Interests</p> <p>2.Speak Up or Stay Silent: A New Employee Confronts Strange Sales Reports</p> |
|          |                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                |    |                                                                                                                                  |                                                                                                                                                                          |

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|---------|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| Unit-IV | The Ethical Decision-making process | <p>Philosophical approaches to ethical decision making; Ethics &amp; Religious approaches; Moral &amp; Legal aspects of ethical decision making; Ethical aspects in Bhagvat Gita; Kautaliya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Karmyog, Indian philosophy of work ethics; Kautilya's Arthshastra; Introduction to Integral Humanism; Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution.</p> | <p><b>International Academia</b></p> <p><a href="#">Ethics   Linguistics and Philosophy   MIT OpenCourseWare</a></p> <p><b>Mapping with Industry</b></p> <p>Understanding basic concepts of Consumer Protection Act 1986</p> | 12 | <p>Values &amp; Ethics of Profession and Business, S.K.Sarang, Asian Book Publication Limited Chapters – 7 &amp;14</p> | <p>Case study</p> <p>1.Apple Suppliers &amp; Labor Practices</p> |
|---------|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|

Textbook

- ***Values & Ethics of Profession and Business by S.K.Sarangi; Asian Book Publication Limited***
- ***Avtar Singh's Company Law by S.Raja, Dharmendra Chatur, Saranya Mishra; EBC Publication***
- ***Business Regulatory Framework, P.Saravanel, S.Balakumar, R.Mukherjee; Himalaya Publishing House***

Reference Book

- Contract & Specific Relief by Rajesh Kapoor; EBC Publication
- Contract I by R K Bangia; EBC Publication
- Values and Ethics in Business and Profession, Samita Manna & Suparna Chakborti; PHI Publication



**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 2025**

**Subject Name:** Human Resource Management

**Credit:** 4

**Lecture Hours:** 40

**Subject Code:** BBABB303

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

**COURSE OBJECTIVES:**

1. To enable the students to understand how HR plays a functional role, needed for organizational effectiveness and management
2. Understand the difference between functional and strategic role of HR
3. Students will analyse the need for HR planning, Innovation, use of technology, and sector specific HR needs
4. Understand the innovation in HRM and best practices

**COURSE OUTCOMES:**

| CO | Details                                                                                       |
|----|-----------------------------------------------------------------------------------------------|
| 1  | Students will be able to explain how Functional HRM contributes in organizational management. |

|   |                                                                                                                                                                                                                                                                                        |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 | Students will be able to analyse all HR Functions like recruitment selection, performance management, compensation benefit, Training and Development and Career Management/Talent Management.                                                                                          |
| 3 | Students will be able to apply their knowledge of HRM in dealing with the different aspects of Human Resources and solving contemporary HRM issues using HR analytics and HR with innovation.                                                                                          |
| 4 | Students will be able to analyse and evaluate different practical situations while solving various HR related problems with the help of their knowledge of HRM. They will also be able to create innovative HR solutions and sustainable goals with Diversity, Inclusion and Wellness. |

| Module number | Topic                                                  | Sub-topics                                                                                                                                                                                                                                                                                                     | Text Book as per Syllabus                                                                             | Mapping with Industry and International Academia                                                                                                                                               | Lecture Hours | Corresponding Lab/Case Study Assignment                                                                        |
|---------------|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------------------------------------------------------------------------------------------------------|
| 1             | <b>Module 1</b><br>Nature of Human Resource Management | Human Resource Management - Overview, Nature of HRM, Scope of HRM, Objective of HRM, Importance of HRM, Systems approach to HRM, HRM and Competitive Advantage, Strategic HRM, Traditional Vs Strategic HRM, Personnel Function in Changing Scenario, Traditional Vs Emerging HR Practices, HRM Line and Staff | <b>Chapter – 1, 2</b><br>Human Resource Management by V.S.P Rao, 2 <sup>nd</sup> Edition, Excel Books | <b>International Academia:</b><br><a href="#">Assignments   Strategic HR Management   Sloan School of Management   MIT OpenCourseWare</a><br><br><b>Industry Mapping:</b><br>Industry specific | 10            | 1. Case Study on HRM<br><br>2. Case Study on the conflict of Line & Staff Management<br><br>3. Role Playing on |

|   |                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |                                                                                                                   |
|---|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------------------------------------------------------------------------------------------------------------|
|   |                                            | Aspects.                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                          | skills and roles in consultation with Resource Power Consultancy, SB Infowaves, Jayasree Mills, Shyamoli Paribahan Pvt. Ltd.                                                                                                                                                                                                                                                                                                                                                                         |    | Discipline                                                                                                        |
| 2 | <b>Module 2</b><br>Human Resource Planning | <p>Concept of Human Resource Planning or HRP, Objectives of HRP, Importance of HRP, Process of HRP, Work Load Analysis, Demand Analysis of Future Requirement of HR, Manpower Inventory Analysis, Staffing Table, Replacement Chart.</p> <p>Job Analysis: Concept, Uses, Job Description, Job Specification, Methods of collecting Job Analysis Data.</p> <p>Concepts of Placement, Induction, Internal Mobility and Separations</p> | <b>Chapter – 4, 5, 8</b><br>Human Resource Management by V.S.P Rao, 2 <sup>nd</sup> Edition, Excel Books | <p><b>International Academia:</b><br/>(<a href="#">Syllabus</a>   <a href="#">Managing Transformations in Work, Organizations, and Society</a>   <a href="#">Sloan School of Management</a>   <a href="#">MIT</a> <a href="#">OpenCourseWare</a>)</p> <p><b>Industry Mapping:</b><br/>Optimum allocation of available resources for an organization to meet the organizational needs in consultation with Resource Power Consultancy, SB Infowaves, Jayasree Mills, Shyamoli Paribahan Pvt. Ltd.</p> | 15 | <p>1. Case Study on HRP</p> <p>2. Designing Job Analysis Questionnaire</p> <p>3. Mathematical Problems on HRP</p> |



|   |                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |                                                                                                                                                                                                                                                          |
|---|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | Talent Acquisition and Human Resource Development                  | <p>Definition of Recruitment , Sources of Recruitment, Methods of Recruitment</p> <p>Definition of Selection, Process of Selection: Selection Test, Types of Selection Test, Selection Interviews, Types of Interviews, Application Blank</p> <p>Concept of HRD, Training, Need of Training, Training Vs Development, Training Methods.</p> <p>Changing nature of Employee Engagement, Competency Management, Succession and Career Management, Talent Management</p> | <p><b>Chapter – 6, 7, 9, 11, 13</b></p> <p>Human Resource Management by V.S.P Rao, 2<sup>nd</sup> Edition, Excel Books</p> | <p><b>International Academia:</b></p> <p><a href="#">Readings   Getting Things Implemented: Strategy, People, Performance, and Leadership   Urban Studies and Planning   MIT OpenCourseWare</a></p> <p><b>Industry Mapping:</b></p> <p>In the present day dynamic business environment, identifying the skills to be best suited for the competitive business in Consultation with Resource Power Consultancy, SB Infowaves, Jayasree Mills, Shyamoli Paribahan Pvt. Ltd.</p> |    | <p>1. Case Study on Training</p> <p>2. Case Study on Talent Acquisition: Comprehending Employee's Training and Development Need Analysis by Himani Kumar &amp; Dr. Shikha Mishra</p> <p>3. Designing a Plan for a practical Campus Recruitment Drive</p> |
| 3 | <b>Module 3</b><br>Performance Appraisal & Compensation Management | Performance Appraisal – Concept, Objectives, Methods, Essential Characteristics of an Effective Appraisal, Potential Appraisal, Appraisal Interview.                                                                                                                                                                                                                                                                                                                  | <p><b>Chapter – 14, 15, 16, 17</b></p> <p>Human Resource Management by V.S.P Rao, 2<sup>nd</sup> Edition, Excel Books</p>  | <p><b>International Standards:</b></p> <p><a href="#">Readings   Getting Things Implemented: Strategy, People, Performance,</a></p>                                                                                                                                                                                                                                                                                                                                           | 10 | <p>1. Case Study on Performance Appraisal</p> <p>2. Designing</p>                                                                                                                                                                                        |

|   |                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                            |   |                                                                                     |
|---|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------|
|   | Industrial Relations (IR) overview                         | <p>Definition and Concept of Compensation, Nature of Compensation, Objective of Compensation, Components of Pay Structure in India, Concept of Wage, Characteristics of Wage Payments, Methods of Wage Payment, Compensation for Special Groups, Job Evaluation.</p> <p>Concepts of Industrial Relations, Grievance, Discipline, Collective Bargaining, Industrial conflict, Workplace laws and regulations.</p> | <p><b>Chapter – 22, 23, 24, 26</b></p> <p>Human Resource Management by V.S.P Rao, 2<sup>nd</sup> Edition, Excel Books</p>                              | <p><a href="#">and Leadership   Urban Studies and Planning   MIT OpenCourseWare</a></p> <p><b>Industry Mapping:</b><br/>Optimum allocation of available resources for an organization to meet intrinsic needs of employees in consultation with Resource Power Consultancy, SB Infowaves, Jayasree Mills, Shyamoli Paribahan Pvt. Ltd.</p> |   | <p>Performance Appraisal form</p> <p>3.Situational Study and Role playing on IR</p> |
| 4 | <b>Module 4</b><br>Technology, HR Analytics and Innovation | Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector, Organization Transformation and the Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM , Green HRM and                                                    | <p><b>Chapter – 1</b></p> <p>Human Resource Analytics (Theory and Applications) by Swati Dhir and Suparna Pal, Latest Edition, Cengage Publication</p> | <p><b>International Standards:</b><br/><a href="#">Work, Employment, and Industrial Relations Theory   Sloan School of Management   MIT OpenCourseWare</a></p> <p><b>Industry Mapping:</b><br/>Developing skills related to innovation and technology in consultation with Resource Power</p>                                              | 5 | <p>1. Microsoft Excel Data Analysis tool</p> <p>2. Case-study on DEI</p>            |

|  |  |            |  |                                                                                     |  |  |
|--|--|------------|--|-------------------------------------------------------------------------------------|--|--|
|  |  | challenges |  | Consultancy, SB<br>Infowaves,<br>Jayasree Mills,<br>Shyamoli<br>Paribahan Pvt. Ltd. |  |  |
|--|--|------------|--|-------------------------------------------------------------------------------------|--|--|

*\*Submitted by Prof. (Dr.) Saikat Chakrabarti, Prof. Piyali Banerjee, IEM Saltlake campus*

**TextBook:**

1. Human Resource Management by V.S.P Rao, 2<sup>nd</sup> Edition, Excel Books
2. Human Resource Analytics (Theory and Applications) by Swati Dhir and Suparna Pal, Latest Edition, Cengage Publication

**Reference Book:**

1. Human Resource Management by Gary Dessler and Biju Varrkey, Pearson Publication
2. Human Resource Management by Amitabha Sengupta, 2nd Edition, Cengage Publication
3. Personnel Management (Text and Cases) by C. B. Mamoria and V. S. P Rao, 13<sup>th</sup> Edition, 2021, Himalaya Publishing House
4. K. Aswathappa: Human Resource Management: Text & Cases, 8<sup>th</sup> Edition , Tata McGraw Hill
5. Raman Preet: Future of Human Resource Management: Case Studies with Strategic Approach, Wiley.
6. DeNisi, A.S. ,Griffin,R.W and Sarkar,Anita Human Resource Management, Cengage Learning
7. Case Studies in Human Resource Management by Sanjeev Bansal, Jaya Yadav and Hargovind Kakkar (For Case-Studies on HR only)

| Course Outcomes (COs) code & Statement | Program Outcomes (POs) |      |      |      |      |      |      |      |
|----------------------------------------|------------------------|------|------|------|------|------|------|------|
|                                        | PO-1                   | PO-2 | PO-3 | PO-4 | PO-5 | PO-6 | PO-7 | PO-8 |
| <b>CO-1</b>                            | 1                      | 1    | 2    | 2    | 3    | 3    | 3    | 1    |
| <b>CO-2</b>                            | 2                      | 3    | 2    | 2    | 3    | 3    | 2    | 1    |
| <b>CO-3</b>                            | 3                      | 3    | 3    | 2    | 3    | 3    | 2    | 1    |
| <b>CO-4</b>                            | 1                      | 1    | 2    | 2    | 3    | 3    | 2    | 3    |

*\*Strength – 3 (Strong), 2 (Medium), 1(Weak), NA*

### Lesson Plan

| Day | Topic                                                                                                                            |
|-----|----------------------------------------------------------------------------------------------------------------------------------|
| 1   | Human Resource Management - Overview, Nature of HRM, Scope of HRM, Objective of HRM, Importance of HRM                           |
| 2   | Systems approach to HRM, HRM and Competitive Advantage, Case study on HRM                                                        |
| 3   | Strategic HRM, Traditional Vs Strategic HRM, Personnel Function in Changing Scenario                                             |
| 4   | Traditional Vs Emerging HR Practices, HRM Line and Staff Aspects.                                                                |
| 5   | Concept of Human Resource Planning or HRP, Objectives of HRP, Importance of HRP                                                  |
| 6   | Process of HRP                                                                                                                   |
| 7   | Work Load Analysis, Demand Analysis of Future Requirement of HR, Manpower Inventory Analysis, Staffing Table, Replacement Chart, |
| 8   | Case study on HRP                                                                                                                |
| 9   | Job Analysis: Concept, Uses, Job Description, Job Specification                                                                  |
| 10  | Methods of collecting Job Analysis Data.                                                                                         |
| 11  | Concepts of Placement, Induction, Internal Mobility and Separations                                                              |

|    |                                                                                                                       |
|----|-----------------------------------------------------------------------------------------------------------------------|
| 12 | Definition of Recruitment , Sources of Recruitment, Methods of Recruitment                                            |
| 13 | Definition of Selection, Process of Selection: Selection Test                                                         |
| 14 | Types of Selection Test, Selection Interviews, Types of Interviews, Application Blank                                 |
| 15 | Concept of HRD, Training, Need of Training, Training Vs Development, Training Methods                                 |
| 16 | Case study on Training                                                                                                |
| 17 | Changing nature of Employee Engagement                                                                                |
| 18 | Competency Management                                                                                                 |
| 19 | Succession and Career Management, Talent Management                                                                   |
| 20 | Performance Appraisal – Concept, Objectives, Essential Characteristics of an Effective Appraisal, Appraisal Interview |
| 21 | Methods of Performance Appraisal                                                                                      |
| 22 | Potential Appraisal                                                                                                   |
| 23 | Definition and Concept of Compensation, Nature of Compensation, Objective of Compensation                             |
| 24 | Components of Pay Structure in India, Concept of Wage, Characteristics of Wage Payments                               |
| 25 | Methods of Wage Payment, Compensation for Special Groups                                                              |
| 26 | Job Evaluation.                                                                                                       |
| 27 | Concepts of Industrial Relations                                                                                      |
| 28 | Grievance, Discipline                                                                                                 |
| 29 | Collective Bargaining                                                                                                 |
| 30 | Industrial conflict                                                                                                   |
| 31 | Workplace laws and regulations.                                                                                       |
| 32 | Human Resource Information and Analytics                                                                              |
| 33 | Human Resource Management Innovations                                                                                 |
| 34 | Human Resource Management in Small and Medium Enterprises                                                             |
| 35 | Human Resource Management in the Service Sector                                                                       |
| 36 | Organization Transformation and the Human Resource Leadership;                                                        |
| 37 | Diversity, Equity and Inclusion, Case study on DEI                                                                    |
| 38 | Workplace Wellness                                                                                                    |
| 39 | Sustainability goals and HRM                                                                                          |
| 40 | Green HRM and challenges                                                                                              |





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**University of Engineering & Management, Jaipur**



**Syllabus for BBA Admission Batch 2025**

**Subject Name:** Management Information Systems **Credit:** 4 **Lecture Hours:** 40

**Subject Code:** BBABB304

**Study Material** [BBABB383 Study Materials.pdf](#) **MIT Opencourseware** <https://ocw.mit.edu/courses/res-str-002-data-management-spring-2016/>  
**NPTEL** [Management Information System - Course](#)

**COURSE OBJECTIVES:**

1. Support Decision Making: Provide accurate, timely, and relevant information to managers to help them make informed decisions.
2. Improve Efficiency: Automate routine tasks and processes to save time and reduce errors.
3. Facilitate Planning: Help in strategic, tactical, and operational planning by providing necessary data and analysis.
4. Enhance Communication: Improve communication within the organization by providing a centralized information system.

**COURSE OUTCOMES:**

| CO | Details                                                                                                                                                                                                          |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | Understand & Apply MIS Concepts: Students will be able to define, explain, and apply the fundamental concepts, components (people, hardware, software, networks), and technologies of MIS in a business context. |

|   |                                                                                                                                                                                                            |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 | Support Decision-Making: Students will learn to use decision support systems (DSS) and other IT applications to analyze data and improve organizational decision-making.                                   |
| 3 | Develop and Implement Systems: Students will gain the skills to analyze, design, and implement information systems to improve efficiency and address business problems.                                    |
| 4 | Manage Data & Security: Students will be able to use database management systems (DBMS) for data organization and understand the security, ethical, and social issues associated with information systems. |

| Module number | Topic                               | Sub-topics                                                                                                                                                                                                                                                   | Text Book as per Syllabus                                                | Mapping with Industry and International Academia                                                                                                                                                                                                                                                                       | Lecture Hours | Corresponding Lab/Case Study Assignment   |
|---------------|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------------------------------------|
| 1             | <b>Overview of Business systems</b> | <ul style="list-style-type: none"> <li>• Evolution of MIS, Purpose &amp; Background of MIS</li> <li>• Nolan Stage Hypothesis</li> <li>• Transaction Processing system</li> <li>• Management Information system</li> <li>• Decision support system</li> </ul> | <i>A treatise of Information Technology Management by Supriya Biswas</i> | <b>International Academia:</b><br><a href="https://ocw.mit.edu/courses/res-str-002-data-management-spring-2016/">https://ocw.mit.edu/courses/res-str-002-data-management-spring-2016/</a><br><br><b>Industry Mapping:</b><br>Information system for operational and management control, IS Governance, Decision making | 8             | <a href="#">module 1 case study 1.pdf</a> |



|   |                                      |                                                                                                                                                                                                     |                                                                          |                                                                                                                                                                                                                                                                                                                                     |    |                                                                                        |
|---|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----------------------------------------------------------------------------------------|
| 2 | <b>Database Management System</b>    | <ul style="list-style-type: none"> <li>Fundamentals of Database management system</li> <li>Models of database</li> <li>Database key concepts</li> <li>Normalization of dbms</li> <li>SQL</li> </ul> | <i>A treatise of Information Technology Management by Supriya Biswas</i> | <i>International Academia:</i><br><a href="https://ocw.mit.edu/courses/res-str-002-data-management-spring-2016/">https://ocw.mit.edu/courses/res-str-002-data-management-spring-2016/</a><br><br><i>Industry Mapping:</i><br>Database models and normalization                                                                      | 12 | <a href="#">module 2 case study 2.pdf</a>                                              |
| 3 | <b>System Development Life cycle</b> | <ul style="list-style-type: none"> <li>Conceptual Framework of Software development life cycle</li> <li>Descriptions of different stage of SDLC</li> </ul>                                          | <i>A treatise of Information Technology Management by Supriya Biswas</i> | <i>International Standards:</i><br><a href="https://ocw.mit.edu/courses/res-str-002-data-management-spring-2016/">https://ocw.mit.edu/courses/res-str-002-data-management-spring-2016/</a><br><br><i>Industry Mapping:</i><br>Information management as Control, Various functions of management Use of DBMS, Relational data Model | 6  | <a href="#">module 3 case study 3.pdf</a>                                              |
| 4 | <b>SQL Laboratory Practices</b>      | <ul style="list-style-type: none"> <li>SQL queries</li> <li>DFD</li> </ul>                                                                                                                          | <i>A treatise of Information Technology Management by Supriya Biswas</i> | <i>International Standards:</i><br><a href="https://ocw.mit.edu/courses/res-str-002-data-management-spring-2016/">https://ocw.mit.edu/courses/res-str-002-data-management-spring-2016/</a>                                                                                                                                          | 14 | <a href="#">module 4 case study 4.pdf</a><br><a href="#">module 4 case study 5.pdf</a> |

|  |  |  |  |                                                                                                                 |  |  |
|--|--|--|--|-----------------------------------------------------------------------------------------------------------------|--|--|
|  |  |  |  | <b>Industry Mapping:</b><br><i>Fetching data from databases in real corporate world using hands on learning</i> |  |  |
|--|--|--|--|-----------------------------------------------------------------------------------------------------------------|--|--|

*\*Submitted by **Prof. Sayan Karmakar** and **Prof. Peu Das**, IEM Saltlake campus*

**TextBook:** *A treatise of Information Technology Management* by Supriya Biswas

**Reference Book:** Management Information Systems by C.S.V Murthy

| Course Outcomes (COs) code & Statement | Program Outcomes (POs) |      |      |      |      |      |      |      |
|----------------------------------------|------------------------|------|------|------|------|------|------|------|
|                                        | PO-1                   | PO-2 | PO-3 | PO-4 | PO-5 | PO-6 | PO-7 | PO-8 |
| <b>CO-1</b>                            | 3                      |      | 3    |      |      |      |      |      |
| <b>CO-2</b>                            | 2                      | 1    | 3    |      |      |      |      |      |
| <b>CO-3</b>                            | 3                      | 2    | 2    |      |      |      |      |      |
| <b>CO-4</b>                            | 3                      | 2    | 2    | 2    |      |      |      |      |

*\*Strength – 3 (Strong), 2 (Medium), 1(Weak), NA*

### Lesson Plan

| Day   | Topic                                                   |
|-------|---------------------------------------------------------|
| 1-7   | Evolution of MIS, Purpose & Background of MIS           |
| 8     | Nolan Stage Hypothesis                                  |
| 9     | Transaction Processing system                           |
| 10    | Management Information system                           |
| 11    | Decision support system                                 |
| 12-15 | Fundamentals of Database management system              |
| 16-20 | Models of database                                      |
| 21-25 | Database key concepts                                   |
| 26-28 | Normalization of dbms                                   |
| 29-35 | SQL                                                     |
| 36    | Conceptual Framework of Software development life cycle |
| 37    | Descriptions of different stage of SDLC                 |



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Syllabus for BBA Admission Batch 2025

**Subject Name:** Customer Relationship Management **Credit:** 4 **Lecture Hours:** 40 **Subject Code:** BBABB305

**Pre-requisite:** Basic Knowledge of Marketing Management

**Relevant Links:**

[Study Material](#)

[Course Era](#)

[NPTEL](#)

[LinkedIn Learning](#)

[Infosys Springboard](#)

**COURSE OBJECTIVES:**

1. To make the students understand the concept of CRM & e-CRM and its application in industry and corporate sector by disseminate knowledge regarding the organizational need, benefits and process of creating long-term value for individual customers.
2. To enable the students understand the important issues relating to designing and implementation of Customer Relationship Management strategies in the organizations.
3. To disseminate knowledge regarding the concept & importance of customer perceived value and customer satisfaction in CRM & e-CRM and its application in industry and corporate sector.
4. To enable students to study, design and implement customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the organizations in service sectors.

**COURSE OUTCOMES:**

- CO1:** Students would be proficient and knowledgeable to understand the concept & benefits of CRM in the context of customer long-term value creation in the organization level.
- CO2:** Students would be able to apply how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.

- CO3:** Students would be able to implement various issues related to customer value, benefits & risks and measure the customer experience and customer satisfaction in CRM and eCRM to implement in business sectors.
- CO4:** Students would be able to study, design and implement customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the organizations in service sectors.

| Module number | Topic                                         | Sub-topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Mapping with Industry and International Academia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Lecture Hours | Corresponding Lab Assignment |
|---------------|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------|
| 1             | Customer Relationship Management Fundamentals | CRM Definition, Need and Importance: Conceptual Framework of Customer Relationship Management ;<br>The Value Pyramid , Customer Interaction Cycle ,Customer Profiling and Total Customer Experience,<br>Goals of a CRM Strategy and Obstacles, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, and Success Factors in CRM, CRM myths. Relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Paradigm shift from transactional to relationship approach. | <b>International Academia:</b><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/clstrat.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/clstrat.aspx</a><br><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/focus.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/focus.aspx</a><br><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/admark.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/admark.aspx</a><br><br><b>AICTE-prescribed syllabus:</b><br><a href="https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf">https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</a><br><br><a href="https://onlinecourses.nptel.ac.in/noc22_mg93/prview">https://onlinecourses.nptel.ac.in/noc22_mg93/prview</a> | 10            | Case Study                   |
| 2             | CRM as a Business Strategy                    | CRM - Issues and Strategies;<br>Winning Markets through Effective CRM;<br>CRM as a business strategy,<br>CRM Process, Effective Customer Relation Management through Customer Knowledge Management;<br>Customer Interaction Management, Call Centre management in CRM.<br>Customer Centricity in CRM-Concept of                                                                                                                                                                                                                                            | <b>International Academia:</b><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/clstrat.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/clstrat.aspx</a><br><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/focus.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/focus.aspx</a><br><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/focus.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/focus.aspx</a>                                                                                                                                                                                                                                                                                                                      | 10            | Case Study                   |

|   |                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |    |                                                                                                                          |
|---|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------------------------------------------------------------------------------------------------------------------------|
|   |                             | Customer centricity, Customer touch points, Customer Service, Measuring Customer life time value-. Customer life cycle Management.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <a href="#">-education/individual-programs/executive-programs/admark.aspx</a><br><br><b>AICTE-prescribed syllabus:</b><br><a href="https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf">https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</a><br><br><a href="https://onlinecourses.nptel.ac.in/noc22_mg93/prview">https://onlinecourses.nptel.ac.in/noc22_mg93/prview</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |                                                                                                                          |
| 3 | CRM & Customer Perspectives | <p>Customer Value: Understanding value, Sources of customer value, Customization, Perceived Risks, Measuring Customer Value, Why Value, Components of Perceived Benefits &amp; Costs, SNG Model, Customer Value Delivery Cycle, Creating Real Value</p> <p>Customer Experience: Customer experience meaning and concepts, Managing customer experience, Difference between customer experience management and CRM.</p> <p>Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Measuring Customer Satisfaction, Reducing customer churn. AI and E- CRM in Business: A changing Perspective of Features of e-CRM o Advantages of e-CRM, Virtual Customer Representative, Customer Relationship Portals.</p> | <b>International Academia:</b><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/clstrat.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/clstrat.aspx</a><br><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/focus.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/focus.aspx</a><br><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/admark.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/admark.aspx</a><br><br><b>AICTE-prescribed syllabus:</b><br><a href="https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf">https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</a><br><br><a href="https://onlinecourses.nptel.ac.in/noc22_mg93/prview">https://onlinecourses.nptel.ac.in/noc22_mg93/prview</a> | 10 | <p>Case Study on Customer Expectation &amp; Customer Satisfaction</p> <p>Mini project on Customer switching behavior</p> |
| 4 | CRM in Services             | <p>Customer Relationship Management in service industry in India;</p> <p>Service Recovery</p> <p>Supply-Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>International Academia:</b><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/clstrat.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/clstrat.aspx</a><br><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/focus.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/focus.aspx</a><br><br><a href="https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/admark.aspx">https://www.kellogg.northwestern.edu/executive-education/individual-programs/executive-programs/admark.aspx</a>                                                                                                                                                                                                                                                                                                                    | 10 | <p>Mini project &amp; presentation on CRM in Services sectors</p>                                                        |

|  |  |  |                                                                                                                                                                                                                                                                                                                                                                                                  |  |  |
|--|--|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  |  |  | <a href="#">-education/individual-programs/executive-programs/admark.aspx</a><br><br><b>AICTE-prescribed syllabus:</b><br><a href="https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf">https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</a><br><br><a href="https://onlinecourses.nptel.ac.in/noc22_mg93/prview">https://onlinecourses.nptel.ac.in/noc22_mg93/prview</a> |  |  |
|--|--|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

### TEXT BOOK:

1. [Alok Kumar Rai, Customer Relationship Management: Concept & Cases \(2<sup>nd</sup> Edition\). PHI](#)

### REFERENCE BOOKS:

1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, McGraw Hill
2. Buttle, Francis. (2009). Customer Relationship Management, (2<sup>nd</sup> Edition). Elsevier Publishing

| Course Outcomes (COs) code & Statement | Program Outcomes (POs) |      |      |      |      |      |      |      |
|----------------------------------------|------------------------|------|------|------|------|------|------|------|
|                                        | PO-1                   | PO-2 | PO-3 | PO-4 | PO-5 | PO-6 | PO-7 | PO-8 |
| CO-1                                   | 3                      | 3    | 2    | 2    | 1    | —    | —    | —    |
| CO-2                                   | 3                      | 2    | 3    | 2    | 2    | 1    | —    | —    |
| CO-3                                   | 2                      | 3    | 3    | 3    | 2    | 1    | —    | —    |
| CO-4                                   | 3                      | 2    | 2    | 3    | 3    | 2    | 1    | —    |

*\*Strength – 3 (Strong), 2 (Medium), 1(Weak), NA*

## ***Lesson Plan***

| Day | Topic                                                     |
|-----|-----------------------------------------------------------|
| 1   | Introduction to CRM: Definition, Need & Importance        |
| 2   | Conceptual Framework of CRM & The Value Pyramid           |
| 3   | Customer Interaction Cycle & Customer Profiling           |
| 4   | Total Customer Experience & Goals of CRM Strategy         |
| 5   | Obstacles in CRM, Emergence of CRM Practice & CRM Cycle   |
| 6   | Stakeholders in CRM, Types of CRM & Success Factors       |
| 7   | CRM Myths & Relationship Marketing Overview               |
| 8   | Stages & Issues of Relationship Marketing                 |
| 9   | Purpose of Relationship Marketing & Paradigm Shift        |
| 10  | Module 1 Revision & Case Study Presentation               |
| 11  | CRM Issues & Strategies: Winning Markets through CRM      |
| 12  | CRM as a Business Strategy & CRM Process                  |
| 13  | Effective CRM through Customer Knowledge Management       |
| 14  | Customer Interaction Management                           |
| 15  | Call Centre Management in CRM                             |
| 16  | Concept of Customer Centricity & Customer Touch Points    |
| 17  | Customer Service in CRM                                   |
| 18  | Measuring Customer Lifetime Value (CLV)                   |
| 19  | Customer Life Cycle Management                            |
| 20  | Module 2 Revision & Case Study Presentation               |
| 21  | Customer Value: Understanding Value & its Sources         |
| 22  | Customization, Perceived Risks & Measuring Customer Value |
| 23  | Components of Perceived Benefits & Costs; SNG Model       |



| Day | Topic                                                              |
|-----|--------------------------------------------------------------------|
| 24  | Customer Value Delivery Cycle & Creating Real Value                |
| 25  | Customer Experience: Meaning, Concepts & Management                |
| 26  | Difference between Customer Experience Management & CRM            |
| 27  | Customer Satisfaction: Meaning, Significance & Components          |
| 28  | Measuring Customer Satisfaction & Reducing Customer Churn          |
| 29  | AI & e-CRM: Features, Advantages & Virtual Customer Representative |
| 30  | Customer Relationship Portals & Module 3 Revision                  |
| 31  | CRM in Service Industry in India: Overview                         |
| 32  | CRM in Banking & Financial Services                                |
| 33  | CRM in Hospitality & Healthcare Sectors                            |
| 34  | CRM in Retail & E-Commerce                                         |
| 35  | Service Recovery: Concepts & Strategies                            |
| 36  | Supply-Demand Mismatches & their Impact on CRM                     |
| 37  | Past, Present & Future of CRM: Trends & Innovations                |
| 38  | Mini Project Presentations on CRM in Service Sectors               |
| 39  | Comprehensive Revision: All Modules (CO1 & CO2)                    |
| 40  | Comprehensive Revision: All Modules (CO3 & CO4) + Feedback         |



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**Syllabus for BBA Admission Batch 2025**

**Subject Name:** Indian System of Health and Wellness

**Credit: 2**

**Lecture Hrs: 20**

**Subject Code: BBABB381**

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

**COURSE OBJECTIVES:**

1. To understand the importance of a healthy lifestyle
2. To familiarize students about physical and mental health
3. To create an awareness of various lifestyle related diseases
4. To provide understanding of stress management

**COURSE OUTCOMES:**

| CO | Details                                        |
|----|------------------------------------------------|
| 1  | Can able to understand the impact of sickness. |
| 2  | Can realize the relevance of good health       |

|   |                                                                                 |
|---|---------------------------------------------------------------------------------|
| 3 | Explain the concept and nature of health, wellness and its various implications |
| 4 | Demonstrate adequate knowledge on well-being and promotion of healthy behavior  |

| Module number | Topic                                                     | Sub-topics                                                                                                                                                                                                                                                                                                                         | Text Book as per Syllabus                                                                 | Mapping with Industry and International Academia                                                                                                                                                                                          | Lecture Hours | Corresponding Lab/Case Study Assignment |
|---------------|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------------------------------|
| 1             | <b>Module 1<br/>Introduction to Health &amp; Wellness</b> | <ul style="list-style-type: none"> <li>• Definition of Health</li> <li>• Importance of health in everyday life</li> <li>• Components of health – physical, social, mental, spiritual and its relevance</li> <li>• Concept of wellness</li> <li>• Mental health and wellness</li> <li>• Determinants of health behaviour</li> </ul> | K. Park. Park's Textbook of Preventive and Social Medicine, Banarasidas Bhanot Publishers | <b>International Academia:</b><br><a href="#">Healthy Cities: Assessing Health Impacts of Policies and Plans   Urban Studies and Planning   MIT</a><br><a href="#">OpenCourseWare</a><br><br><b>Industry Mapping:</b><br>Industry Lecture | 5             | NA                                      |
| 2             | <b>Module 2<br/>Mind Body and Well-Being</b>              | <ul style="list-style-type: none"> <li>• Indian Health Reforms</li> <li>• Mind body connection in health concept and relation</li> <li>• Implications of mind-body connection</li> <li>• Wellbeing – why it matters?</li> <li>• Digital wellbeing</li> </ul>                                                                       | K. Park. Park's Textbook of Preventive and Social Medicine, Banarasidas Bhanot Publishers | <b>International Academia:</b><br><a href="#">Disease and Health: Culture, Society, and Ethics   Anthropology   MIT</a><br><a href="#">OpenCourseWare</a><br><b>Industry Mapping:</b>                                                     | 5             | NA                                      |

|   |                                                     |                                                                                                                                                                                                                                                            |                                                                                                                  |                                                                                                                                                                          |   |    |
|---|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----|
|   |                                                     |                                                                                                                                                                                                                                                            |                                                                                                                  | Industry Lecture                                                                                                                                                         |   |    |
| 3 | <b>Module 3<br/>Deficiency &amp;<br/>Diseases</b>   | <ul style="list-style-type: none"> <li>● Malnutrition, under nutrition and over nutrition</li> <li>● Body system and common diseases</li> <li>● Sedentary lifestyle and risk of disease</li> <li>● Modern lifestyle and associated health risks</li> </ul> | Linda Branon, John A. Updegraff, Jess Feist. Health Psychology: An Introduction to Behaviour and Health, Cengage | <b>International Standards:</b><br><a href="#">Disease and Health: Culture, Society, and Ethics   MIT OpenCourseWare</a><br><b>Industry Mapping:</b><br>Industry Lecture | 5 | NA |
| 4 | <b>Module 4<br/>Indian system<br/>of well being</b> | <ul style="list-style-type: none"> <li>● Health beliefs of India</li> <li>● Health systems in India – AYUSH.</li> <li>● Perspective of indigenous people towards health</li> <li>● Happiness and well-being in India</li> </ul>                            | Linda Branon, John A. Updegraff, Jess Feist. Health Psychology: An Introduction to Behaviour and Health, Cengage | <b>International Standards:</b><br><br><b>Industry Mapping:</b><br>Industry Lecture                                                                                      | 5 | NA |

*\*Submitted by Prof. (Dr.) Dibyendu Chattaraj, Prof. Piyali Banerjee, IEM Saltlake campus*

**TextBook:**

1. Linda Branon, John A. Updegraff, Jess Feist. Health Psychology: An Introduction to Behaviour and Health, Cengage
2. Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge
3. C. Nyambichu & Jeff Lumiri, , Lifestyle Disease: Lifestyle Disease management

**Reference Book:**

K. Park. Park's Textbook of Preventive and Social Medicine, Banarasidas Bhanot Publishers

| Course Outcomes (COs) code & Statement | Program Outcomes (POs) |      |      |      |      |      |      |      |
|----------------------------------------|------------------------|------|------|------|------|------|------|------|
|                                        | PO-1                   | PO-2 | PO-3 | PO-4 | PO-5 | PO-6 | PO-7 | PO-8 |
| <b>CO-1</b>                            | 1                      | 1    | 2    | 2    | 3    | 3    | 3    | 3    |
| <b>CO-2</b>                            | 2                      | 3    | 2    | 2    | 3    | 3    | 2    | 3    |
| <b>CO-3</b>                            | 3                      | 3    | 3    | 2    | 3    | 3    | 2    | 3    |
| <b>CO-4</b>                            | 1                      | 1    | 2    | 2    | 3    | 3    | 2    | 3    |

*\*Strength – 3 (Strong), 2 (Medium), 1(Weak), NA*

**Lesson Plan**

| Day      | Topic                                                                        |
|----------|------------------------------------------------------------------------------|
| <b>1</b> | Definition of Health                                                         |
| <b>2</b> | Importance of health in everyday life                                        |
| <b>3</b> | Components of health – physical, social, mental, spiritual and its relevance |
| <b>4</b> | Concept of wellness                                                          |

|           |                                                     |
|-----------|-----------------------------------------------------|
| <b>5</b>  | Mental health and wellness                          |
| <b>6</b>  | Determinants of health behaviour                    |
| <b>7</b>  | Indian Health Reforms                               |
| <b>8</b>  | Mind body connection in health concept and relation |
| <b>9</b>  | Implications of mind-body connection                |
| <b>10</b> | Wellbeing – why it matters?                         |
| <b>11</b> | Digital wellbeing                                   |
| <b>12</b> | Demo on yoga – ancient form of health and wellness  |
| <b>13</b> | Malnutrition, under nutrition and over nutrition    |
| <b>14</b> | Body system and common diseases                     |
| <b>15</b> | Sedentary lifestyle and risk of disease             |
| <b>16</b> | Modern lifestyle and associated health risks        |
| <b>17</b> | Health beliefs of India                             |
| <b>18</b> | Health systems in India – AYUSH                     |
| <b>19</b> | Perspective of indigenous people towards health     |
| <b>20</b> | Happiness and well-being in India                   |
| <b>21</b> |                                                     |
| <b>22</b> |                                                     |
| <b>23</b> |                                                     |
| <b>24</b> |                                                     |
| <b>25</b> |                                                     |
| <b>26</b> |                                                     |
| <b>27</b> |                                                     |
| <b>28</b> |                                                     |
| <b>29</b> |                                                     |
| <b>30</b> |                                                     |
| <b>31</b> |                                                     |
| <b>32</b> |                                                     |
| <b>33</b> |                                                     |
| <b>34</b> |                                                     |
| <b>35</b> |                                                     |
| <b>36</b> |                                                     |
| <b>37</b> |                                                     |

|           |  |
|-----------|--|
| <b>38</b> |  |
| <b>39</b> |  |
| <b>40</b> |  |



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**Syllabus for BBA Admission Batch 2024**

**Subject Name: Disaster Management      Credit: 2      Lecture Hours: 24**

**Subject Code: BBABB382**

[Study Material](#)

[Stanford Opencourseware](#)

**NPTEL**

**LinkedIn Learning**

**COURSE OBJECTIVES:**

1. To develop a foundational understanding of hazards, disasters, and the role of humanitarian logistics.
2. To examine global and national disaster trends, their impacts, and vulnerability factors.
3. To explore disaster management phases and frameworks.
4. To introduce advanced technologies and international policies

**COURSE OUTCOMES:**

| CO | Details                                                |
|----|--------------------------------------------------------|
| 1  | Differentiate between natural and human-made disasters |
| 2  | Analyze disaster management phases                     |



|   |                                                                    |
|---|--------------------------------------------------------------------|
| 3 | Evaluate national and international disaster management frameworks |
| 4 | Apply technological tools and innovations                          |

| Module number | Topic           | Sub-topics                                                                                                                                                                                                   | Text Book as per Syllabus                                                                                                            | Mapping with Industry and International Academia                                                                                                                                                                                          | Lecture Hours | Corresponding Lab/Case Study Assignment |
|---------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------------------------------|
| 1             | <b>Module 1</b> | <b>1. Understanding Hazard</b> – Calamity vs human hazard; Meaning of Humanitarian Logistics; Disaster Types & Causes – natural, human made.<br><b>2. Global Trends in Disaster</b> – Impacts, Vulnerability | <b>1. Disaster Management</b> by S.C.Sharma<br><b>2. Disaster Management: A Disaster Manager's Handbook</b> , Asian Development Bank | <i>International Academia:</i><br><a href="https://online.stanford.edu/courses/som-xche0026-healthcare-risk-management">https://online.stanford.edu/courses/som-xche0026-healthcare-risk-management</a><br><i>Industry Mapping:</i><br>NA | 6             | <a href="#">Case Study Module 1</a>     |
| 2             | <b>Module 2</b> | <b>1. Disaster Management Phase</b> – Preparedness, Mitigation, Response, Recovery; Stakeholders & Players.<br><b>2. Disaster Risk Reduction</b> – Risk Assessment; Community based disaster risk reduction  | <b>1. Disaster Management</b> by S.C.Sharma<br><b>2. Disaster Management: A Disaster Manager's Handbook</b> , Asian Development Bank | <i>International Academia:</i><br><a href="https://online.stanford.edu/courses/som-xche0026-healthcare-risk-management">https://online.stanford.edu/courses/som-xche0026-healthcare-risk-management</a><br><i>Industry Mapping:</i><br>NA | 6             | <a href="#">Case Study Module 2</a>     |

|   |                 |                                                                                                                                                                                                                                                                                 |                                                                                                                                      |                                                                                                                                                                                                                                                                                                     |   |                                     |
|---|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------------------------------------|
| 3 | <b>Module 3</b> | <b>1. Natural Disaster Risk Management in India</b> – Organizations; State based and Country based Organizations; India Based Disaster Case Study<br><b>2. International Disaster Policies</b> – Plan, Legislation; International Strategy for disaster mitigation, Initiatives | <b>1. Disaster Management</b> by S.C.Sharma<br><b>2. Disaster Management: A Disaster Manager's Handbook</b> , Asian Development Bank | <i>International Standards:</i><br><a href="https://online.stanford.edu/courses/som-xche0026-healthcare-risk-management">https://online.stanford.edu/courses/som-xche0026-healthcare-risk-management</a><br><i>Industry Mapping:</i><br>NA                                                          | 6 | <a href="#">Case Study Module 3</a> |
| 4 | <b>Module 4</b> | <b>1. Emergency Management</b> – Industrial, Threats, Conflicts; Case Study.<br><b>2. Advanced Technology for Natural Disaster Management</b> – Remote sensing & Satellite image; Drones & Robotics; GIS; IOT; Social Media; AI & Machine Learning.                             | <b>1. Disaster Management</b> by S.C.Sharma<br><b>2. Disaster Management: A Disaster Manager's Handbook</b> , Asian Development Bank | <i>International Standards:</i><br><a href="https://online.stanford.edu/courses/som-xche0026-healthcare-risk-management">https://online.stanford.edu/courses/som-xche0026-healthcare-risk-management</a><br><i>Industry Mapping:</i><br>Advanced technology for Disaster preparedness and response. | 6 | <a href="#">Case Study Module 4</a> |

| Course Outcomes (COs) code & Statement |      |      |      |      |      |      |      |      |
|----------------------------------------|------|------|------|------|------|------|------|------|
|                                        | PO-1 | PO-2 | PO-3 | PO-4 | PO-5 | PO-6 | PO-7 | PO-8 |
| <b>CO-1</b>                            | 3    | 2    | 1    | 2    | NA   | NA   | NA   | NA   |
| <b>CO-2</b>                            | 3    | 3    | 2    | 3    | NA   | 2    | NA   | NA   |

|             |   |    |   |   |    |    |    |    |
|-------------|---|----|---|---|----|----|----|----|
| <b>CO-3</b> | 3 | 2  | 3 | 3 | NA | NA | 2  | NA |
| <b>CO-4</b> | 3 | NA | 3 | 3 | 2  | NA | NA | 2  |

**\*Strength- 3 (Strong), 2(Medium), 1 (Weak), NA**

*\*Submitted by Sreeparna Guha and Priyanka Singh, IEM Saltlake campus*

#### TEXTBOOK:

1. Disaster Management – S.C.Sharma, Khanna (3<sup>rd</sup> edition), Khanna Publishing house
2. [Disaster Management: A Disaster Manager's Handbook, Asian Development Bank](#)

#### Lesson Plan

| Day | Topic                                      |
|-----|--------------------------------------------|
| 1   | Introduction to Disaster Management        |
| 2   | Hazard vs Disaster vs Calamity             |
| 3   | Natural vs Human-made Disasters            |
| 4   | Causes of Disasters                        |
| 5   | Humanitarian Logistics – Meaning & Scope   |
| 6   | Global Disaster Trends                     |
| 7   | Impact of Disasters                        |
| 8   | Vulnerability and Risk Factors             |
| 9   | Case Study – Global Disasters              |
| 10  | Module 1 Revision                          |
| 11  | Introduction to Disaster Management Phases |

|           |                                                        |
|-----------|--------------------------------------------------------|
| <b>12</b> | Preparedness Phase                                     |
| <b>13</b> | Mitigation Strategies                                  |
| <b>14</b> | Response Mechanism                                     |
| <b>15</b> | Recovery & Rehabilitation                              |
| <b>16</b> | Stakeholders in Disaster Management                    |
| <b>17</b> | Role of Government & NGOs                              |
| <b>18</b> | Disaster Risk Reduction (DRR)                          |
| <b>19</b> | Community-Based DRR                                    |
| <b>20</b> | Case Study – Module 2                                  |
| <b>21</b> | Disaster Management in India                           |
| <b>22</b> | National Disaster Management Authority (NDMA)          |
| <b>23</b> | State & Local Disaster Bodies                          |
| <b>24</b> | Case Study – Indian Disaster                           |
| <b>25</b> | International Disaster Management Frameworks           |
| <b>26</b> | Disaster Management Policies & Legislation             |
| <b>27</b> | International Strategies for Disaster Reduction        |
| <b>28</b> | Global Initiatives & Agreements                        |
| <b>29</b> | Comparative Analysis (India vs Global)                 |
| <b>30</b> | Case Study – Module 3                                  |
| <b>31</b> | Emergency Management – Industrial & Conflict Disasters |
| <b>32</b> | Case Study – Emergency Situations                      |
| <b>33</b> | Role of Remote Sensing & Satellite Imaging             |
| <b>34</b> | GIS in Disaster Management                             |
| <b>35</b> | Drones & Robotics                                      |
| <b>36</b> | Internet of Things (IoT) Applications                  |
| <b>37</b> | Social Media in Disaster Response                      |
| <b>38</b> | AI & Machine Learning Applications                     |
| <b>39</b> | Integrated Technology Case Study                       |
| <b>40</b> | Final Revision & Discussion                            |



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**Syllabus for BBA Admission Batch 2025**

**Subject Name:** Innovation & Entrepreneurship **Credit:** 2 **Lecture**  
**Hours:** 20 **Subject Code:** BBABB383

[Study Material](#)

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**COURSE OBJECTIVES:**

1. To develop entrepreneurial leadership skills and a proactive mindset, enabling students to link innovation to their career goals and real-world problem-solving.
2. To provide the students a step-by-step practical framework for transforming a raw idea into a feasible venture through structured modules like Problem Identification, Customer Validation, and Prototyping.
3. To equip students with foundational knowledge in marketing strategies, financial management, and sales planning required to launch and sustain a startup.
4. To train students professional pitching to effectively communicate venture value to investors, mentors, and partners.

**COURSE OUTCOMES:**

| CO | Details                                                                                                                                                              |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | Students will be able to identify high-impact problems and validate them through customer discovery interviews, persona development, and lean validation techniques. |

|   |                                                                                                                                                                                  |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 | Students will be able to design a comprehensive Lean Canvas, selecting appropriate revenue models and defining a Unique Selling Proposition (USP) based on competitive analysis. |
| 3 | Students will be able to prepare realistic financial projections, calculate break-even points, and develop a talent acquisition plan suited to the venture's growth stage.       |
| 4 | Students will be able to produce a professional pitch deck and demonstrate its feasibility through a final presentation, incorporating feedback from peer and faculty reviews.   |

| Module number | Topic                                                      | Sub-topics                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Text Book as per Syllabus                                                                                                                      | Mapping with Industry and International Academia                                                                                                                                                                                   | Lecture Hours | Corresponding Lab/Case Study Assignment                                                                    |
|---------------|------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------|
| 1             | <b>The Entrepreneurial Mindset &amp; Problem Discovery</b> | <p><b>1.1 Basics of Innovation</b></p> <p>Defining Innovation and its role in the startup ecosystem.</p> <p>The link between Entrepreneurial mindset and career possibilities.</p> <p><b>1.2 Problem Identification</b></p> <ul style="list-style-type: none"> <li>• Macro Industry-Problem perspective.</li> <li>• Developing a "Passion CV."</li> <li>• Scoping problems with high user impact.</li> </ul> <p><b>1.3 Customer Discovery &amp; Empathy</b></p> | <p><i>Global Online NEN Platform (LMS):</i><br/> <a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a></p> | <p><i>International Academia:</i><br/> <a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a></p> <p><i>Industry Mapping: Problem Identification, Customer Persona, Industry Disruption</i></p> | 5             | LMS Platform:<br><a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a> |

|   |                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                |                                                                                                                                                                                                                                         |   |                                                                                                            |
|---|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------|
|   |                                                     | <ul style="list-style-type: none"> <li>Customer Segmentation: Who is at the center of the business?</li> <li>Developing initial Customer Personas.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                |                                                                                                                                                                                                                                         |   |                                                                                                            |
| 2 | <b>Solution Validation &amp; Market Mapping</b>     | <p><b>2.1 Customer Needs Validation</b></p> <ul style="list-style-type: none"> <li>Crafting and conducting Customer Interviews.</li> <li>Analyzing JTBD (Jobs To Be Done).</li> <li>The Pivot: Refining the problem based on insights.</li> </ul> <p><b>2.2 Opportunity Mapping</b></p> <ul style="list-style-type: none"> <li>Solution Idea Generation: Brainstorming and narrowing down.</li> <li>Market Analysis: Estimating TAM (Total Addressable Market).</li> </ul> <p><b>2.3 Competitive Intelligence</b></p> <ul style="list-style-type: none"> <li>Distinguishing competitor types.</li> <li>Identifying USP (Unique Selling Proposition) and long-term advantage.</li> </ul> | <p><i>Global Online NEN Platform (LMS):</i><br/> <a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a></p> | <p><i>International Academia:</i><br/> <a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a></p> <p><i>Industry Mapping: Product-Market Fit (PMF), TAM/SAM/SOM, JTBD, Competitive Advantage</i></p> | 5 | LMS Platform:<br><a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a> |
| 3 | <b>Product Development &amp; Business Modelling</b> | <p><b>3.1 Prototyping &amp; MVP</b></p> <ul style="list-style-type: none"> <li>Difference between Prototype and MVP (Minimum Viable Product).</li> <li>Low-fidelity prototyping techniques for user</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <p><i>Global Online NEN Platform (LMS):</i><br/> <a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a></p> | <p><i>International Standards:</i><br/> <a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a></p>                                                                                                   | 5 | LMS Platform:<br><a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a> |

|   |                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                |                                                                                                                                                                                                                                                                            |   |                                                                                                                     |
|---|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---------------------------------------------------------------------------------------------------------------------|
|   |                                                           | <p>feedback.</p> <p><b>3.2 The Lean Business Model</b></p> <ul style="list-style-type: none"> <li>Building and iterating the Lean Canvas.</li> <li>Revenue Models: Exploring and selecting how the venture makes money.</li> <li>Pricing Strategies: Impact on competitive advantage.</li> </ul> <p><b>3.3 Go-to-Market (GTM) Strategy</b></p> <ul style="list-style-type: none"> <li>Integrating Marketing and Sales.</li> <li>Optimizing the Marketing Mix (Digital vs. Traditional).</li> </ul>                                                                                                                                  |                                                                                                                                                | <p><b>Industry Mapping:</b><br/> <b>Minimum Viable Product (MVP),</b><br/> <b>Lean Canvas,</b><br/> <b>GTM (Go-To-Market) Strategy,</b><br/> <b>SaaS/Revenue Streams</b></p>                                                                                               |   |                                                                                                                     |
| 4 | <p><b>Financial Viability &amp; Venture Readiness</b></p> | <p><b>4.1 Financial Management</b></p> <ul style="list-style-type: none"> <li>Identifying Startup Costs and calculating Break-Even Points.</li> <li>Building 1-year financial projections.</li> <li>Exploring funding options (Bootstrapping, Angel, etc.).</li> </ul> <p><b>4.2 Team &amp; Talent Requirements</b></p> <ul style="list-style-type: none"> <li>Identifying co-founder attributes and talent needs.</li> <li>The role of Mentors in the early stage.</li> </ul> <p><b>4.3 Pitch Readiness &amp; Feasibility</b></p> <ul style="list-style-type: none"> <li>Persuasive Storytelling: Creating a compelling</li> </ul> | <p><b>Global Online NEN Platform (LMS):</b><br/> <a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a></p> | <p><b>International Standards:</b><br/> <a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a></p> <p><b>Industry Mapping:</b><br/> <b>Burn Rate, Break-Even Point (BEP),</b><br/> <b>Bootstrapping,</b><br/> <b>Elevator Pitch</b></p> | 5 | <p>LMS Platform:<br/> <a href="https://web.nen.wfglobal.org/en/login">https://web.nen.wfglobal.org/en/login</a></p> |



|  |  |                                                                                                                                            |  |  |  |  |
|--|--|--------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|  |  | narrative. <ul style="list-style-type: none"> <li>Ingredients of a Pitch Deck.</li> <li>Final Venture Feasibility Presentation.</li> </ul> |  |  |  |  |
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*\*Submitted by Prof. Joysri Datta & Prof. Suchana Roy, IEM Saltlake Campus, Kolkata, India*

Reference Book: Global Online NEN Platform (LMS: <https://web.nen.wfglobal.org/en/login>)

| Course Outcomes (COs) code & Statement | Program Outcomes (POs) |      |      |      |      |      |      |      |
|----------------------------------------|------------------------|------|------|------|------|------|------|------|
|                                        | PO-1                   | PO-2 | PO-3 | PO-4 | PO-5 | PO-6 | PO-7 | PO-8 |
| <b>CO-1</b>                            | 2                      | 1    | 3    | 1    | 1    | 3    | 3    | 1    |
| <b>CO-2</b>                            | 2                      | 1    | 3    | 1    | 1    | 2    | 2    | 1    |
| <b>CO-3</b>                            | 2                      | 3    | 2    | 1    | 1    | 2    | 2    | 2    |
| <b>CO-4</b>                            | 2                      | 1    | 2    | 3    | 2    | 3    | 2    | 1    |

*\*Strength – 3 (Strong), 2 (Medium), 1(Weak), NA*

**Lesson Plan:****Module 1: The Entrepreneurial Mindset & Problem Discovery**

| Day | Topic                                                                                                                                                              |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | <b>The Innovation Spark:</b> Defining Innovation (Product, Process, Position, Paradigm). How startups disrupt established industries.                              |
| 2   | <b>The Entrepreneurial Compass:</b> Developing the "Passion CV." Mapping personal interests to global and Indian startup ecosystem trends.                         |
| 3   | <b>Problem Scouting:</b> Techniques for identifying "Real-World" problems. Learning to distinguish between a minor inconvenience and a "pain point" worth solving. |
| 4   | <b>Customer Empathy:</b> Introduction to Customer Segments. Building initial Personas                                                                              |
| 5   | <b>Scoping &amp; Selection:</b> Narrowing down various problems to one specific venture idea. Finalizing the "Problem Statement" for the semester.                 |

**Module 2: Solution Validation & Market Mapping**

| Day | Topic                                                                                                                                                     |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | <b>Customer Discovery Theory:</b> Ensuring the solution actually meets customer needs and has market potential.                                           |
| 2   | <b>Fieldwork &amp; Insight Analysis:</b> Reviewing customer interview responses. Using the "Jobs To Be Done" (JTBD) framework to uncover hidden needs.    |
| 3   | <b>The Pivot or Persevere Decision:</b> Analyzing if the initial idea needs to change based on customer feedback. Introduction to solution brainstorming. |
| 4   | <b>Competitor Intelligence:</b> Mapping the landscape. Identifying direct and indirect competitors. Defining Competitive Advantage.                       |
| 5   | <b>Market Sizing (TAM/SAM/SOM):</b> Using top-down and bottom-up approaches to calculate how many people will actually buy the solution.                  |

### Module 3: Product Development & Business Modelling

| Day | Topic                                                                                                                                                                  |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | <b>Prototyping vs. MVP:</b> Understanding the "Minimum Viable Product."                                                                                                |
| 2   | <b>Hands-on Prototyping:</b> Gathering user feedback.                                                                                                                  |
| 3   | <b>The Lean Canvas:</b> Translating the venture idea into a 1-page business model.                                                                                     |
| 4   | <b>Revenue &amp; Pricing:</b> Exploring different revenue models (SaaS, Transactional, Freemium etc.). Setting a pricing strategy that balances value and competition. |
| 5   | <b>GTM (Go-to-Market) Strategy:</b> Planning the launch. Selecting digital and traditional marketing channels.                                                         |

### Module 4: Financial Viability & Venture Readiness

| Day | Topic                                                                                                                                       |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | <b>Startup Economics:</b> Identifying fixed and variable costs. Understanding "Burn Rate" and calculating the Break-Even Point.             |
| 2   | <b>Financial Forecasting:</b> Building a basic 12-month projection for revenue and expenses. Assessing how much funding is actually needed. |
| 3   | <b>Building the Dream Team:</b> Identifying roles as per skillsets for different team members                                               |
| 4   | <b>The Art of the Pitch:</b> Creating a compelling narrative. Structuring a professional Pitch Deck.                                        |
| 5   | <b>Final Feasibility Pitch:</b> (Presentation Day) Teams deliver their venture idea to a panel                                              |



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**Institute of Engineering & Management, Salt Lake Campus University of**  
**Engineering & Management, Jaipur**



**Syllabus for BBA Admission Batch 2024**

**Subject Name: Negotiation Skills**

**Credit: 1**

**Lecture Hours: 25**

**Subject Code: BBABB384**

**Pre-requisite: Basic communication skill**

**COURSE OBJECTIVES:**

1. To understand the negotiation process
2. To sensitize students to the psychology of negotiations
3. Understand the win-win negotiation skills
4. Learn about the biases in psychology which influence Negotiation process

## **COURSE OUTCOMES:**

CO 1: Students will learn day to day negotiations skills across different aspects of professional and personal life.

CO 2: Students will be able to learn constructive way to address disagreements and find common ground, preventing conflicts from escalating.

CO 3: Students will be able to foster trust and goodwill, leading to stronger, more positive relationships with colleagues, clients, and partners.

CO 4: Students will be able to advocate for their needs and interests, increasing the likelihood of achieving favorable outcomes in various situations.

| Module number | Topic                                                                              | Sub-topics                                                                                                                                                                                                                                                                                                                            | Text Book as per Syllabus                                                                                                 | Mapping with Industry and International Academia                                                                  | Lecture Hours | Corresponding Lab Assignment |
|---------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|---------------|------------------------------|
| 1.            | <b>Negotiation<br/>on<br/>Booster<br/>Primer,<br/>covering<br/>BATNA,<br/>ZOPA</b> | <ul style="list-style-type: none"> <li>Ego-tiation is the New Negotiation</li> <li>Prime Yourself for Success; Opening Offer: The Anchoring Effect</li> <li>On Alternatives: We Won the Lottery!</li> <li>Manage Perception to Win Negotiation</li> <li>The Three-Dimensional (3D) Perception Model ;Impression Management</li> </ul> | Negotiation<br>Booster The<br>Ultimate Self-<br>Empowerment<br>t Guide to<br>High Guide to<br>High-Impact<br>Negotiations | <b>Industry Mapping:</b><br><i>Perception<br/>Management,<br/>Impression<br/>Management.<br/>Perceptipn model</i> | 5             |                              |

|   |                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                     |                                                                                                                                                             |   |  |
|---|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--|
| 2 | <b>Negotiation Booster Primer, Part 2</b> | <ul style="list-style-type: none"> <li>• The Attribution Trap; On Profiling: Do Not Use a Gun for a Mosquito; Choose the Right Strategy How to Impact Behavior: The Feel–Think–Act Trio;</li> <li>• On Listening: The Ego Whisperer; Two-Dimensional Listening; On Creating a Bond: Tell Me a Story;</li> <li>• Beyond Mars and Venus: Gender and Negotiations; Chapter 15 The Impact of</li> <li>• Culture on Negotiation; Virtual Negotiation; Negotiation is a Mirror ; Negotiation Booster</li> </ul> | Negotiation Booster The Ultimate Self-Empowerment Guide to High-Impact Negotiations | <b>Industry Mapping:</b><br><i>Attribution Trap, Do Not Use a Gun for a Mosquito, The Feel–Think–Act Trio, Gender and Negotiations, Negotiation Booster</i> | 5 |  |
|---|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--|

|   |                                                    |                                                                                                                                                                                                                                                                          |                                                                                                   |                                                                                                                            |   |  |
|---|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---|--|
| 3 | <b>Psychology and Neuroscience of Negotiations</b> | <ul style="list-style-type: none"> <li>When Rationality fails: Biases of the mind; When rationality fails Biases of the Heart;</li> <li>Negotiating rationality in an Irrational World.</li> </ul> <p>***Neuroscience of Negotiations.</p>                               | Negotiation Booster The Ultimate Self-Empowerment Guide to High Guide to High-Impact Negotiations | <b>Industry Mapping:</b><br><i>Biases of the mind, Biases of the Heart, Negotiating rationality in an Irrational World</i> | 5 |  |
| 4 | <b>Negotiating in the real world</b>               | <ul style="list-style-type: none"> <li>Blind spots and Negotiations; Confronting Lies and Deception; Recognizing and</li> <li>Resolving ethical dilemmas; Negotiating from a position of weakness; When</li> <li>Negotiations get ugly; When not to negotiate</li> </ul> | Negotiation Booster The Ultimate Self-Empowerment Guide to High Guide to High-Impact Negotiations | <b>Industry Mapping:</b><br><i>Blind spots and Negotiations, When not to negotiate, Resolving ethical dilemmas</i>         | 5 |  |

#### TEXTBOOK:

1. Negotiation Booster The Ultimate Self-Empowerment Guide to High Guide to High-Impact Negotiations, Prof. Dr. Kasia Jagodzinski, 2021,



Business expert Press

2. Malhotra, D., & Bazerman, M. H. (2008). Negotiation genius: New York, N.Y
3. Psychology Today, 30<sup>th</sup> Jan 2024, Christopher Willard Psy.D. The Neuroscience of Negotiation An introduction to leveraging neuroscience to communicate more effectively

**REFERENCE BOOK:**

1. The Elements of Choice by Eric Johnson. Riverhead Books, 2021 Chapters 1-4
2. Thinking Fast and Slow by Daniel Kahneman, Penguin Books, 1995, Chapter 3 "Frames and Reality"
3. Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions .by Dan Ariely Chapters 3-6



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



**Syllabus for BBA Admission Batch 2025**

**Subject Name: Digital Readiness in Business**

**Credit: 2**

**Lecture Hours: 20**

**Subject Code: BBABB385**

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

**COURSE OBJECTIVES:**

1. To understand the role of digital transformation in modern business environments.
2. To develop the ability to interpret and use data for managerial decision-making.
3. To analyze digital marketing strategies and customer engagement models.
4. To explore financial technologies (Fintech) and their impact on business and finance.

**COURSE OUTCOMES:**

| CO | Details                                                         |
|----|-----------------------------------------------------------------|
| 1  | Understand digital business models and transformation processes |
| 2  | Interpret business data and support decision-making             |

|   |                                                                   |
|---|-------------------------------------------------------------------|
| 3 | Design digital marketing strategies and customer engagement plans |
| 4 | Analyze fintech systems and digital financial ecosystems          |

| Module number | Topic           | Sub-topics                                                                                                                                                                                                                                                                                                                             | Text Book as per Syllabus                                                                               | Mapping with Industry and International Academia                                                                                                                                                                                                                                                                                    | Lecture Hours | Corresponding Lab/Case Study Assignment                                                                                                                        |
|---------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1             | <b>Module 1</b> | <b>Digital Business Foundations</b> <ul style="list-style-type: none"> <li>Digital transformation and its impact</li> <li>Traditional vs digital business models</li> <li>Platform-based business models</li> <li>Overview of cloud computing, AI, and automation</li> <li>Role of digitalization across business functions</li> </ul> | <i>A modern Playbook of Digital Transformation. Amitabh Mishra, Ashish Ranjan. Atlantic Publishers.</i> | <i>International Academia:</i><br><a href="https://ocw.mit.edu/courses/15-571-generating-business-value-from-information-technology-spring-2009/">https://ocw.mit.edu/courses/15-571-generating-business-value-from-information-technology-spring-2009/</a><br><br><i>Industry Mapping:</i><br>Amazon, Uber, Netflix digital models | 5             | Case Study:<br><a href="https://www.acte.in/case-studies-on-digital-marketing#CaseStudy4">https://www.acte.in/case-studies-on-digital-marketing#CaseStudy4</a> |

|   |                 |                                                                                                                                                                                                                                                                                                                                                                                               |                                                                              |                                                                                                                                                                                                                                                                                                            |   |                                                                                                                                                                                                                                                              |
|---|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 | <b>Module 2</b> | <b>Data-Driven Decision Making in Business</b> <ul style="list-style-type: none"> <li>• Role and types of data in business</li> <li>• Business analytics concepts</li> <li>• KPIs and performance measurement</li> <li>• Dashboards and reporting concepts</li> <li>• Data interpretation for decision-making</li> <li>• Overview of digital tools (conceptual understanding only)</li> </ul> | <b>Digital Marketing.</b><br><b>Seema Gupta.</b><br><b>Tata McGraw Hill.</b> | <b>International Academia:</b><br><a href="https://ocw.mit.edu/courses/15-s08-fintech-shaping-the-financial-world-spring-2020/">https://ocw.mit.edu/courses/15-s08-fintech-shaping-the-financial-world-spring-2020/</a><br><br><b>Industry Mapping:</b><br>Data-driven decision-making in Google, Flipkart | 5 | Case Study:<br><a href="https://www.analyst-journey.com/post/data-driven-decision-making-case-studies-insights-from-real-world-examples">https://www.analyst-journey.com/post/data-driven-decision-making-case-studies-insights-from-real-world-examples</a> |
| 3 | <b>Module 3</b> | <b>Digital Marketing &amp; Customer Strategy</b> <ul style="list-style-type: none"> <li>• Digital marketing fundamentals</li> <li>• Social media strategy and branding</li> <li>• Basics of SEO and online advertising</li> <li>• Customer journey and digital touch points</li> <li>• CRM and personalization</li> </ul>                                                                     | <b>Digital Marketing.</b><br><b>Seema Gupta.</b><br><b>Tata McGraw Hill.</b> | <b>International Standards:</b><br><a href="https://ocw.mit.edu/courses/15-835-entrepreneurial-marketing-spring-2002/pages/syllabus/">https://ocw.mit.edu/courses/15-835-entrepreneurial-marketing-spring-2002/pages/syllabus/</a><br><br><b>Industry Mapping:</b><br>Zomato, Swiggy marketing strategies. | 5 | <a href="https://hbr.org/2004/11/crm-done-right">https://hbr.org/2004/11/crm-done-right</a>                                                                                                                                                                  |

|   |          |                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                               |                                                                                                                                                                                                                                                                                                                                                         |   |                                                                                                                                                                                                                                                           |
|---|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 | Module 4 | <b>Fintech &amp; Digital Finance</b> <ul style="list-style-type: none"> <li>• Introduction to Fintech</li> <li>• Digital payment systems (UPI, wallets, banking apps)</li> <li>• Online banking and neo-banks</li> <li>• Blockchain and cryptocurrency basics</li> <li>• Digital lending and crowdfunding</li> <li>• Cybersecurity in financial transactions</li> <li>• Data privacy and regulatory issues</li> </ul> | <i>Introduction to Fintech. Chandra hauns Chavan and Atul Patankar. Pearson Publications.</i> | <b>International Standards:</b><br><a href="https://ocw.mit.edu/courses/15-483-consumer-finance-markets-product-design-and-fintech-spring-2018/download/">https://ocw.mit.edu/courses/15-483-consumer-finance-markets-product-design-and-fintech-spring-2018/download/</a><br><br><b>Industry Mapping:</b><br>Paytm, Razorpay, digital banking systems. | 5 | <b>Case Study:</b><br><a href="https://documents1.worldbank.org/curated/en/099420002142211027/pdf/P16768404eeaca0550a94c071433b7d8fea.pdf">https://documents1.worldbank.org/curated/en/099420002142211027/pdf/P16768404eeaca0550a94c071433b7d8fea.pdf</a> |
|---|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

\*Submitted by *Prof (Dr.) Suchismita Paul and Prof. Kamalika Dasgupta*, IEM Salt lake campus

**TextBook:**

**Reference Book:**

**Digital Transformation: A Playbook for Boards and C-Suite.** Dr. Amit Nagpal and Uphar Srivastava.

**Fintech for Dummies,** Steven O’ Hanlon and Susanne Chrishti.

**Leading Digital –** George Westerman and Didier Bonnet.

**This is Marketing –** Seth Godin.

| Course Outcomes (COs) code & Statement | Program Outcomes (POs) |      |      |      |      |      |      |      |
|----------------------------------------|------------------------|------|------|------|------|------|------|------|
|                                        | PO-1                   | PO-2 | PO-3 | PO-4 | PO-5 | PO-6 | PO-7 | PO-8 |
| <b>CO-1</b>                            | 2                      | 3    | 2    | 1    | N/A  | 3    | 1    | 1    |
| <b>CO-2</b>                            | 3                      | 3    | 3    | 2    | N/A  | 2    | 2    | 1    |
| <b>CO-3</b>                            | 2                      | 3    | 2    | 3    | 2    | 2    | 2    | 1    |
| <b>CO-4</b>                            | 3                      | 3    | 3    | 2    | N/A  | 3    | 3    | 2    |

*\*Strength – 3 (Strong), 2 (Medium), 1(Weak), NA*

### **Lesson Plan**

| Day | Topic                                                                           |
|-----|---------------------------------------------------------------------------------|
| 1   | Digital transformation concept and Traditional vs digital models                |
| 2   | Platform Business Models (Aggregator vs marketplace)                            |
| 3   | Global digital transformation (shift in business model vs subscription economy) |
| 4   | Disruptive innovation in industry                                               |
| 5   | <b>CASE Discussion</b>                                                          |
| 6   | Importance of data in decision making                                           |

|    |                                                                              |
|----|------------------------------------------------------------------------------|
| 7  | E-Commerce                                                                   |
| 8  | KPIs and business metrics                                                    |
| 9  | Data interpretation for decision-making                                      |
| 10 | <b>CASE Discussion</b>                                                       |
| 11 | Digital marketing basics                                                     |
| 12 | Social media strategy and branding                                           |
| 13 | Basics of SEO and online advertising                                         |
| 14 | CRM and personalization                                                      |
| 15 | <b>Case Discussion</b>                                                       |
| 16 | Introduction to Fintech                                                      |
| 17 | Digital payment systems (UPI, wallets, banking apps); Data privacy and risks |
| 18 | Blockchain and cryptocurrency basics                                         |
| 19 | Digital lending and crowdfunding                                             |
| 20 | <b>Case Discussion</b>                                                       |