

Syllabus Outline for BBA Admission Batch 2024 - Semester V

Subject Code	Subject Name	Credit	Lecture Hours	Theory/Sessional
BBABB501	Strategic Management	4	40	Theory
BBAMM502	Consumer Behaviour	6	40	Theory
BBAMM503	Brand and Retail Management	6	20	Theory
BBABB582	Logistics and Supply Chain Management	4	40	Theory
BBABB583	Advanced Excel	1	20	Sessional
BBABB584	Public Speaking Skills	2	20	Sessional

List of Online Courses / Learning Pathway: BBA Admission batch 2024 Students need to complete one course per subject		
Semester 5	BBABB501	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/learn/strategic-management?source=search, 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/specializations/strategic-management-essentials-huddersfield?source=search, 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/specializations/strategic-management?source=search
	BBABB582	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/learn/mastering-logistics-supply-chain-management?source=search, 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/learn/supply-chain-logistics?source=search, 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/learn/logistics-management-supply-chain-strategies?source=search
	BBAMM502	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/specializations/consumer-behavior-service-marketing?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/learn/consumer-behavior-consumer-research?source=search 3. https://www.coursera.org/videos/consumer-behavior-consumer-research/QgrlC?query=%22consumer+behaviour%22&source=search
	BBAMM503	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/specializations/brand-management-marketing-strategy?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/learn/retail-management-analyze-plan-strategize?source=search 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtyr7/learn/brand-management?source=search



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Syllabus for BBA Admission Batch 2024

Subject Name: Strategic Management Credit:4 Lecture Hours: 40 Subject Code: BBABB501

Study Material

[MIT OpenCourseWare,](#)

[NPTEL,](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To enable the students to understand the fundamental concept of business strategy.
2. To enable the students to understand the fundamental techniques of formulating strategies.
3. To enable the students to understand the relevance of strategy for sustaining in a competitive scenario.
4. To understand the logic of designing an effective strategy for the growth of a corporate.

COURSE OUTCOMES:

CO	Details
1	Students can examine the fundamentals of strategic business issues.
2	Students are able to evaluate different business techniques.
3	Students can analyse the importance and logic of formulating the business strategy.

4	Students can apply and implement strategies in corporate settings for business growth.
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Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Introduction, Strategic Intent- Vision, Mission & Objectives (VMO) [Module 1]	- Definition and meaning of strategy & Strategic management; Objectives & role of strategic management. - Benefits and importance of strategic management; Causes for failure of strategic management; the strategic management process. - Vision – concept & importance; - Mission –concept & relevance; - Objectives & goals – concept & relevance; - Components of the mission statement, - Formulation of mission & objectives and their specificity; Examples of VMO.	<i>Strategic Management</i> <i>Azhar Kazmi,</i> <i>Adela Kazmi</i> <i>McGraw-Hill.</i> <i>Chapter - 1</i>	International Academia: https://www.massey.ac.nz/study/courses/strategic-management-and-international-business-115821/ Industry Mapping:	10	Case study on “Tata Group: Strategic Intent and Corporate Values”

2	Environmental Analysis Module 2	• Concept of environment, environmental analysis and appraisal, • Need for & component of external environment analysis; • Tools & techniques of environment analysis – PESTEL, ETOP; Porter’s Five Forces Model • Concept of Internal analysis; Value chain analysis; Factors of internal analysis; • Strategic & Situational Analysis – SWOT Analysis, TOWS Matrix	<i>Strategic Management</i> <i>Azhar Kazmi, Adela Kazmi</i> <i>McGraw-Hill.</i> <i>Chapter - 5, 7(7.1, 7.2, 7.3)</i>	International Academia: https://www.mass-ey.ac.nz/study/courses/strategic-management-and-international-business-115821/ Industry Mapping:	10	Case study on “Flipkart: Environmental Analysis and Competitive Positioning”
3	Strategic Planning Module 3	• Meaning & Stages of Strategic Planning; Corporate goal setting, functional goal setting, managerial goal setting, positioning organisation • Strategy Design I - Corporate level strategies: Concept, scope, types, and • significance of corporate-level strategies; Generic Growth/expansion strategies - characteristics, forms, applicability; Ansoff matrix • Strategy Design II - Business level strategies: Concept of business level strategies; Competitive advantage and Core	<i>Strategic Management</i> <i>Azhar Kazmi, Adela Kazmi</i> <i>McGraw-Hill.</i> <i>Chapter - 3</i>	International Standards: https://www.mass-ey.ac.nz/study/courses/strategic-management-and-international-business-115821/ Industry Mapping:	10	Case study on “Reliance Jio: Competitive Strategy and Market Entry”

		competencies; Cost leadership, differentiation & focus; Porter's framework of competitive strategies; Concept of SBU				
4	Strategic Analysis, Choice and Implementation Module 4	• Concept of strategic analysis and choice; BCG Matrix & GE-Nine Cell Planning grid, Brand Strategies. • Strategic Management Process, Strategy Implementation Process Strategic Actions - Mergers, Acquisitions & Diversification	<i>Strategic Management</i> <i>Azhar Kazmi,</i> <i>Adela Kazmi</i> <i>McGraw-Hill</i> <i>Chapter - 5,</i> <i>8(8.1, 8.3,</i> <i>8.3), 14</i>	International Standards: https://ocw.mit.edu/courses/15-902-strategic-management-i-fall-2006/ Industry Mapping:	10	Case study on “Hindustan Unilever Limited: Portfolio Strategy using BCG Matrix”

**Submitted by Dr. Rabin Mazumder and Tanmoy Chakraborty, IEM Saltlake campus*

Textbook: Strategic Management, Azhar Kazmi, Adela Kazmi, McGraw-Hill

Reference Book: Strategic Management Theory & Cases. An Integrated Approach Charles W.L. Hill/ Melissa A. Schilling, Gareth Jones, Cengage

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	2	3	2	1	1	2	2	2
CO-2	3	3	3	1	1	2	3	1
CO-3	3	2	3	2	1	3	2	1
CO-4	3	2	3	2	2	3	3	2

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

Lesson Plan

Day	Topic
1	Introduction to Strategy & Strategic Management
2	Objectives & Role of Strategic Management
3	Benefits & Importance; Causes of Failure
4	Strategic Management Process
5	Vision: Concept & Importance
6	Mission: Concept & Relevance
7	Objectives & Goals
8	Components of Mission Statement
9	Formulation of Mission & Objectives (Examples of VMO)
10	Case Study
11	Concept of Environment & Environmental Analysis
12	Need & Components of External Environment
13	PESTEL Analysis
14	ETOP Analysis
15	Porter's Five Forces Model
16	Internal Analysis: Concept & Importance
17	Value Chain Analysis
18	Factors of Internal Analysis
19	SWOT Analysis & TOWS Matrix

20	Case Study
21	Meaning & Stages of Strategic Planning
22	Corporate Goal Setting
23	Functional & Managerial Goal Setting
24	Positioning the Organisation
25	Corporate Level Strategy: Concept & Types
26	Growth Strategies & Ansoff Matrix
27	Business Level Strategy & Competitive Advantage
28	Porter's Generic Strategies
29	Concept of SBU
30	Case Study
31	Concept of Strategic Analysis & Choice
32	BCG Matrix
33	GE Nine Cell Planning Grid
34	Brand Strategies
35	Strategic Management Process (Implementation Perspective)
36	Strategy Implementation Process
37	Strategic Actions: Mergers
38	Strategic Actions: Acquisitions
39	Strategic Actions: Diversification
40	Case Study



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Syllabus for BBA Admission Batch 2024

Subject Name: Logistics and Supply Chain Management Credit: 4

Lecture Hours: 40

Subject Code: BBABB582

Pre-requisite: NA

Relevant Links:

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To understand the key concepts applied in supply chain & logistics management.
2. To understand how supply chain & logistics management plays an important role in the business.
3. To Identify and analyze supply chain & logistics problems & design optimal solutions.
4. To understand new trends in supply chain & logistics management.

COURSE OUTCOMES:

CO	Details
1	Understand the nature of SC and explain the impact of supply chain decisions on the success of the firm.
2	Examine the role of each driver on the performance of SC.
3	Evaluate the strengths and weaknesses of different modes of transportation, understand the role of warehousing and packaging and also evaluate the warehousing strategies.
4	Appraise the various latest trends in SC and Logistics Management.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Introduction to Supply Chain	Introduction to SC, Evolution of SC, Flows in SC, SC stages, Objectives of SC, SC Decision Phases, Decisions in SC, Process View of SC, Cycle view and Push-Pull view, Extended SC, SC Integration, Performance Metrics, Challenges in SC	Text Book 1: Supply chain management – Strategy, Planning and Operation by Sunil Chopra,	International Academia: https://ocw.mit.edu/courses/esd-273j-logistics-and-supply-chain-management-fall-2009/	10	- Video Discussion on Introduction to SC Case Study: - Zara: Apparel Manufacturing & Retail - Toyota: A Global Auto Manufacturer - Amazon: Online Sales - Jaipur Rugs Company: A Socioeconomic Network

	Management		D. V. Kalra, Pearson, 7 th Edition, 2019 Chapter: 1	Industry Mapping: Problem-Solving and Decision- Making		Source: Supply chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7 th Edition, 2019 Chapter: 1 (Pg. No. – 16-21)
2	Supply Chain Framework & Drivers	• Impellers of SC, Drivers of SC Performance, Framework for structuring drivers • SC Drivers: Facilities, Inventory, Transportation, Information, Sourcing, Pricing.	Text Book 1: Supply chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7 th Edition, 2019 Chapter: 3	International Academia: https://ocw.mit.edu/courses/15-763j-manufacturing-system-and-supply-chain-design-spring-2005/ Industry Mapping: Supply Chain Planning, Adaptability and Flexibility	10	Case Study • 7 Eleven Japan Co. Source: Supply chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7 th Edition, 2019 Chapter: 3 (Pg. No. – 77-83)
	Introduction	• Introduction to Logistics management & Logistics Mix • Transportation: Role of Transportation, Selection criteria, Modes of Transportation, Intermodal Transportation, Transportation Network, Freight Management, Containerization, • Warehousing: Objectives, Functions, Warehouse options, Warehouse Site selection, Layout Design, Warehouse Strategies	Text Book 1: Logistics Management by V. V. Sople, Pearson, 3 rd Edition, 2012	International Academia: https://ocw.mit.edu/courses/esd-260j-logistics-systems-fall-2006/ Industry		Video Discussion on Containerization, Warehousing, Material Handling (Source: Youtube) Case Study: • Cadbury Products • ROX Doc Care • Suman Crop Protection

3	to Logistics management & Logistics Mix	• Material Handling and Storage • Packaging: Consumer and Logistical packaging, Unitization, Packaging Material, Returnable Logistical Packaging, Packaging Cost	Chapter -1, 4, 5, 6, 8, 9	Mapping: Planning, Negotiation Skills	10	Source: Logistics Management by V. V. Sople, Pearson, 3 rd Edition, 2012 (Pg. No. – 424, 434, 444)
4	Recent Trends in Supply chain & Logistics Management	• Sustainability in SC • Green Supply Chain Management. • Reverse Supply Chain • Vendor managed inventory • Bar-coding & RFID. • Role of IT in the Supply Chain. E-Business and the Supply Chain • Cold Chain Logistics • AI in Supply Chain	Text Book 1: Supply chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7th Edition, 2019 Chapter: A Text Book 2: Logistics Management by V. V. Sople, Pearson, 3rd Edition, 2012 Chapter – 15, 23	International Academia: https://ocw.mit.edu/courses/esd-s43-green-supply-chain-management-spring-2014/ Industry Mapping: Supply Chain Planning, Adaptability and Flexibility	10	Video Discussion on Green SCM, Implementation of RFID Source: Youtube Case Study: • Indian Paints • Zara Source: Supply Chain Management by V. V. Sople, Pearson, 1st Edition, 2012 (Pg. No. 464, 475)

			Text Book 3: Supply Chain Management by V. V. Sople, Pearson, 1 st Edition, 2012 Chapter- 18, 22, 27			
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**Submitted by Prof. (Dr.) Shweta Kishore & Prof. Tanmoy Chakraborty *, IEM Saltlake campus*

TEXTBOOK:

1. Supply chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7th Edition, 2016
(Chapter 1, 3, A)
2. Logistics Management by V. V. Sople, Pearson, 3rd Edition, 2012
(Chapter - 1, 4, 5, 6, 8, 9, 15, 23)
3. Supply Chain Management by V. V. Sople, Pearson, 1st Edition, 2012
(Chapter- 18, 22, 27)

REFERENCE BOOK:

1. Supply Chain Management – Process, System and Practice by N. Chandrasekaran, Oxford University Press, 2013
2. Supply Chain Management- Text and Cases, Jannat Shah, 2nd Edition, Pearson

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	2	3	1	2	2	2	2
CO-2	3	3	3	1	3	3	2	1
CO-3	3	3	3	1	2	3	2	1
CO-4	3	2	3	1	2	2	2	2

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

Lesson Plan

Day	Topic
1	Module 1: Introduction to SC, Video Discussion on Introduction to SC
2	Evolution of SC
3	Flows in SC, SC stages, Objectives of SC
4	SC Decision Phases, Decisions in SC
5	Process View of SC, Cycle view and Push-Pull view
6	Process View of SC, Cycle view and Push-Pull view
7	Extended SC, SC Integration
8	Performance Metrics, Challenges in SC
9	Case Study: • Zara: Apparel Manufacturing & Retail • Toyota: A Global Auto Manufacturer
10	Case Study: • Amazon: Online Sales • Jaipur Rugs Company: A Socioeconomic Network

11	Module 2: Supply Chain Framework & Drivers Impellers of SC
12	Drivers of SC Performance
13	Framework for structuring drivers
14	Framework for structuring drivers, Continued..
15	SC Drivers: Facilities, Inventory
16	SC Drivers: Transportation, Information
17	SC Drivers: Sourcing, Pricing
18	Case Study Walmart Case Study
19	Case Study 7 Eleven Japan Co.
20	Revision
21	Module 3: Introduction to Logistics management & Logistics Mix Introduction to Logistics management & Logistics Mix
22	Transportation: Role of Transportation, Selection criteria, Modes of Transportation
23	Intermodal Transportation, Transportation Network, Freight Management,
24	Containerization, Video Discussion on Containerization
25	Warehousing: Objectives, Functions, Warehouse options,
26	Warehouse Site selection, Layout Design, Warehouse Strategies, Video Discussion on Warehousing
27	Material Handling and Storage, Video Discussion on Material Handling
28	Packaging: Consumer and Logistical packaging, Unitization, Packaging Material, Returnable Logistical Packaging, Packaging Cost
29	Case Study: - Cadbury Products - ROX Doc Care
30	Case Study: Suman Crop Protection
31	Module 4: Recent Trends in Supply chain & Logistics Management
32	Sustainability in SC

33	Green Supply Chain Management, Video Discussion on Green SCM
34	Reverse Supply Chain
35	Vendor managed inventory
36	Bar-coding & RFID, Video Discussion on Implementation of RFID
37	Cold Chain Logistics
38	• Role of IT in the Supply Chain. E-Business and the Supply Chain • AI in Supply Chain
39	Case Study: • Indian Paints • Zara
40	Revision



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Syllabus for BBA Admission Batch 2024

Subject Name: Advanced Excel **Credit:** 1 **Lecture Hours:** 20 **Subject Code:** BBABB583

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To build a strong foundation in Microsoft Excel by understanding its interface, data types, cell referencing, and core functions.
2. To develop skills in organizing and managing data using conditional formatting, sorting, filtering, and data validation techniques.
3. To enable learners to analyze data effectively using Pivot Tables, Pivot Charts, and lookup functions for decision-making.
4. To equip learners with data cleaning and preparation techniques to ensure accuracy, consistency, and usability of datasets.

COURSE OUTCOMES:

CO	Details
1	Develop proficiency in Microsoft Excel fundamentals, including worksheet management, cell referencing techniques, and the application of essential mathematical, logical, text, and date-time functions.
2	Apply advanced data handling techniques such as conditional formatting, sorting, filtering, and data validation to organize and manage datasets efficiently.
3	Analyze and interpret data using tools like Pivot Tables, Pivot Charts, and lookup functions (VLOOKUP, HLOOKUP, XLOOKUP) to generate meaningful insights.

4	Perform data cleaning and preparation tasks, including removing duplicates, structuring data with text-to-columns, and implementing logical formulas for decision-making.
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Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Excel Foundations & Core Functions	- Excel interface, worksheets, data types - Cell referencing: Relative, Absolute, Mixed Basic functions: - SUM, AVERAGE, COUNT, MIN, MAX - IF, AND, OR (decision-making) Text functions: - LEFT, RIGHT, MID, LEN, CONCAT - Date & time basics - Data entry best practices		International Academia: https://ocw.mit.edu/courses/esd-70j-engineering-economy-module-fall-2009/resources/mitesd_70jf09_assn02_end_course/ Industry Mapping: Banking, Retail, Administration (basic data handling)	3	Module 1 Case Study Assignment
2	Data Handling & Conditional Logic	- Conditional Formatting: - Highlight rules - Data bars, color scales, icon sets - Sorting & Filtering: - Basic & advanced filters - Data Validation: - Drop-down lists		International Academia: https://ocw.mit.edu/courses/esd-70j-engineering-economy-module-fall-2009/resources/m	3	Module 2 Case Study Assignment

		• Input restrictions • Logical functions (advanced use of IF, nested IF)		<u>itesd 70jf09 assn 02 end course/</u> Industry Mapping: HR, Sales, Operations (data management & logic)		
3	Data Analysis Tools	• Pivot Tables: • Creating and modifying pivots • Grouping data • Pivot charts • Lookup functions: • VLOOKUP (with limitations) • HLOOKUP • Introduction to XLOOKUP (if version allows) • Basic data cleaning: • Removing duplicates • Text-to-columns		International Standards: <u>https://ocw.mit.edu/courses/esd-70j-engineering-economy-module-fall-2009/resources/mitesd_70jf09_assn_02_end_course/</u> Industry Mapping: Finance, Analytics, E-commerce (data analysis & insights)	4	<u>Module 3 Case Study Assignment</u>

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

TextBook: Computer Fundamentals, Sinha and Sinha

Reference Book: Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel, Naveen Mishra.

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					
CO-2	2	1	3					
CO-3	3	2	2					
CO-4	3	2	2	2				

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

Lesson Plan

Day	Topic
1	Excel basics – interface, workbook, worksheets, navigation
2	Data types (text, number, date), basic data entry
3	Cell referencing – relative, absolute, mixed
4	Basic functions – SUM, AVERAGE, COUNT
5	Basic functions – MIN, MAX + practice
6	Logical function – IF
7	Logical functions – AND, OR + combined IF
8	Text functions – LEFT, RIGHT, MID
9	Text functions – LEN, CONCAT + practice
10	Date & time functions

11	Data entry best practices + revision
12	Conditional formatting – highlight rules
13	Conditional formatting – data bars, color scales, icon sets
14	Sorting – basic & multi-level
15	Filtering – basic & advanced
16	Data validation – drop-down lists, restrictions
17	Nested IF + validation practice
18	Pivot Tables – creation, modification, grouping
19	Pivot charts + lookup functions (VLOOKUP, HLOOKUP, XLOOKUP)
20	Data cleaning (remove duplicates, text-to-columns) + revision & assessment



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Syllabus for BBA Admission Batch 2024

Subject Name: Public Speaking Skills Credit:2 Lecture Hours: 20 Subject Code: BBABB584

[Study Material](#)

[MITOpenCourseWare](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. Develop students' confidence, clarity, and audience awareness for professional public speaking in business contexts.
2. Build competence in speech planning, structuring, delivery, and persuasive oral communication aligned with AICTE outcome-based learning.
3. Strengthen verbal, vocal, and non-verbal communication for presentations, meetings, pitches, interviews, and group discussions.
4. Enable students to evaluate, adapt, and improve speaking performance using feedback, reflection, and international best practices.

COURSE OUTCOMES:

CO	Details
1	Explain the principles, process, and ethics of effective public speaking in academic, social, and business environments.
2	Design and deliver structured speeches using audience analysis, clear organization, and persuasive techniques.
3	Demonstrate effective vocal delivery, body language, visual-aid usage, and stage presence in professional speaking situations.

4	Evaluate speaking performances through self-assessment and peer feedback and improve communication for workplace applications.
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Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Foundations of Public Speaking	Meaning, scope, and importance of public speaking; communication process in oral contexts; ethics of speaking; overcoming fear and stage fright; audience analysis; purpose and occasion analysis; listening as support to speaking.	Lucas, Stephen E. The Art of Public Speaking. 13th ed. McGraw-Hill. Chapters 1,4	International Academia: MIT OpenCourseWare 'How to Speak'; Toastmasters foundational competencies. Industry Mapping: Meetings, client interaction, team briefing, classroom and corporate presentation readiness.	10	Speech anxiety reflection sheet; audience analysis exercise; short introductory speech.
2	Speech Design and Content Development	Selecting topics; defining central idea; speech objectives; organizing speeches; introductions and conclusions; supporting materials; outlining; informative speaking; persuasive speaking; adapting message to audience and context.	Lucas, Stephen E. The Art of Public Speaking. 13th ed. McGraw-Hill. Chapters 5,6, 16-17	International Standards: MIT Opencoursewear Listening, Speaking, and Pronunciation Industry Mapping: Sales pitch, product presentation, idea proposal, management briefing,	10	Outline preparation; informative speech draft; persuasive pitch exercise.

				business storytelling.		
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*Submitted by Suchana Roy, IEM Saltlake campus, Dr. Soumik Gangopadhyay, IEM Saltlake campus

TextBook: [Lucas, Stephen E. The Art of Public Speaking. 13th ed. McGraw-Hill.](#)

Reference Book: • *Fundamentals of Public Speaking* – Florida State College (OER)
• *Advanced Public Speaking* – University of Arkansas (OER)

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	2	2	3	2			
CO-2	3	3	2	3	2		1	
CO-3	3		2	3	2	1		
CO-4	3	2	2	3	2	2	1	

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

Lesson Plan

Day	Topic
1	Introduction to Public Speaking and its Business Relevance
2	Nature, Scope, and Importance of Public Speaking
3	Ethics of Public Speaking

4	Speech Anxiety: Causes and Management
5	Audience Analysis: Types and Needs
6	Occasion, Purpose, and Speaker Objective
7	Listening Skills for Better Speaking
8	Confidence Building Activity and Introductory Speech
9	Principles of Effective Oral Communication
10	Module 1 Case/Practice Session
11	Choosing and Narrowing a Topic
12	Developing the Central Idea and Specific Purpose
13	Research and Supporting Materials
14	Speech Organization and Main Points
15	Introductions and Conclusions
16	Outlining a Speech
17	Informative Speaking
18	Persuasive Speaking
19	Business Storytelling and Message Adaptation
20	Module 2 Case/Practice Session



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Syllabus for BBA Admission Batch 2024

Subject Name: Consumer Behaviour

Credit: 4

Lecture Hours: 40

Subject Code: BBAMM502

[Study Material](#)

[MIT Open courseware](#)

[MIT Open Courseware](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To understand evaluate, and predict consumer behavior.
2. To deepens a student's knowledge to understand the complexities of consumer.
3. To take effective decision-making for the target customers.
4. To translate them into effective marketing strategies in the Indian Context.

COURSE OUTCOMES:

CO	Details
1	After completion of this course the learner will be able to develop a better understanding of concepts and models of consumer behaviour.
2	After completion of this course the learner will be able to provide insights for the consumer purchase decision process.
3	After completion of this course the learner will be able to able to develop appropriate marketing strategies for different segments of consumers

4	After completion of this course the learner will be able to assess the future actions to be taken for acquiring and retaining consumer
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Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Understanding Consumer Behavior	Introduction to Consumer Behavior; Consumer Behavior and the Marketing Concepts; Value and the Consumer Behavior Framework; Online Consumer Behavior. Organizational Buying Behavior; Consumerism	<i>Nair, S. R. Consumer Behavior Consumer Behavior & Marketing Research. Himalaya Pub. House.</i>	International Academia: MIT Open Course:	8	Case Analysis
2	External Influences on Consumer Behavior	Lifestyles and Psychographics on Buying Behavior; Social Class and Group Influence on Consumer Behavior – Reference Group and Family Influence on Buying Behavior; Influence of Culture on Consumer Behavior	<i>Nair, S. R. Consumer Behavior Consumer Behavior & Marketing Research. Himalaya Pub. House.</i>	International Academia: MIT Open Course: Industry Lecture: Offline	9	Case Analysis
3	Internal Influences on Consumer Behavior	Consumer Perception; Consumer Learning, Memory and Involvement; Dynamics of Consumer Motivation; Consumer Personality; Consumer Attitudes and Attitude Change.	<i>Schiffman, L. G.; Kanuk L. L. and Kumar, S. R. Consumer Behavior. Pearson Education Inc.</i>	International Standards: MIT Open Course: Industry Mapping:	11	Simulation Games

4	Consumer Decision Making	Concept of Consumer Decision; Situational Influence on Consumer's Decision; Consumer Decision Making Process – Need Recognition and Search, Alternative Evaluation and Choice, Post-purchase Behavior; Different Models of Consumer Decision Making	Schiffman, L. G.; Kanuk L. L. and Kumar, S. R. Consumer Behavior. Pearson Education Inc.	International Standards: MIT Open Course: Industry Mapping:	12	Simulation Games
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**Submitted by Dr. Soumik Gangopadhyay, IEM Saltlake campus*

TEXTBOOK:

1. Schiffman, L. G.; Kanuk L. L. and Kumar, S. R. Consumer Behavior. Pearson Education Inc.
2. Babin, B.J.; Harris, E.G. and Mohan, Ashutosh. Consumer Behavior (CB): A South Asian Perspective. Cengage Learning India Pvt. Limited
3. Evans, M.; Jamal, A. and Foxall, G. Consumer Behavior, John Wiley & Sons LTD.
4. Solomon, M. R. Consumer Behavior Buying, Having and Being. PHI Learning Private Limited
5. Nair, S. R. Consumer Behavior Consumer Behavior & Marketing Research. Himalaya Pub. House.

Reference Book:

- Loudon, D. L. and Bitta, J. Albert Della. Consumer Behavior; Concepts and Applications. Tata McGraw Hill Publishing Company Limited
- Hawkins, D. I.; Best, R. J. and Coney, K. A. Consumer Behavior: Building Marketing Strategy. Tata McGraw-Hill Publishing Company Limited.

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	2	3				1	
CO-2	3	2	2				1	
CO-3	2	2	2			2	2	
CO-4			3	2	3		3	

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

Lesson Plan

Day	Topic
1	Introduction to Consumer Behavior (1 hour)
2	Introduction to Consumer Behavior (1 hour)
3	Consumer Behavior and the Marketing Concepts (1.5 hours)
4	Consumer Behavior and the Marketing Concepts (1.5 hours)
5	Value and the Consumer Behavior Framework (1.5 hours)
6	Online Consumer Behavior (2 hours)
8	Online Consumer Behavior (2 hours)
9	Organizational Buying Behavior (2 hours)
10	Organizational Buying Behavior (2 hours)
11	Consumerism, Lifestyles and Psychographics on Buying Behavior (2 hours)
12	Consumerism, Lifestyles and Psychographics on Buying Behavior (2 hours)
13	Social Class and Group Influence on Consumer Behavior (2 hours)
14	Social Class and Group Influence on Consumer Behavior (2 hours)
15	Reference Group and Family Influence on Buying Behavior (3 hours)
16	Case study
17	Quiz
18	Influence of Culture on Consumer Behavior (3 hours)
19	Consumer Perception (1.5 hours)
20	Consumer Perception (1.5 hours)
21	Consumer Learning, Memory and Involvement (1.5 hours)
22	Dynamics of Consumer Motivation (2 hours)
23	Dynamics of Consumer Motivation (2 hours)
24	Consumer Personality (1.5 hours)
25	Consumer Attitudes and Attitude Change (1.5 hours)
26	Consumer Attitudes and Attitude Change (1.5 hours)
27	Concept of Consumer Decision (1.5 hours)
28	Concept of Consumer Decision (1.5 hours)
29	Situational Influence on Consumer's Decision (1.5 hours)

30	Consumer Decision Making Process – Need Recognition and Search (1.5 hours)
31	Case Study analysis
32	Consumer Decision Making Process – Alternative Evaluation and Choice (1.5 hours)
33	Simulation Management Games
34	Case Study Analysis
35	Consumer Decision Making Process – Post-purchase Behavior (2 hours)
36	Consumer Decision Making Process – Post-purchase Behavior (2 hours)
37	Different Models of Consumer Decision Making (6 hours)
38	Different Models of Consumer Decision Making (6 hours)
39	Different Models of Consumer Decision Making (6 hours)
40	Doubt clearing, Question analysis



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
University of Engineering & Management, Jaipur
Syllabus for BBA Admission Batch 2024



Subject Name: Brand and Retail Management Credit: 4 Lecture Hours: 40 Subject Code: BBAMM503

Relevant Links:

[Study Material](#)

[NPTEL 1 \(Brand\)](#)

[NPTEL 2 \(Retail Management\)](#)

[LinkedIn Learning 1 \(Brand\)](#)

[LinkedIn Learning 2 \(Retail Management\)](#)

COURSE OBJECTIVES:

- To make the students understand the foundational concepts of branding such as brand identity, brand associations, brand equity, and how these influence consumer perception and loyalty.
- To make the students understand strategic brand management techniques including brand positioning, value creation, and brand personality in real business scenarios.
- To make the students understand the structure and dynamics of retailing in India by exploring retail growth, types of retail formats, retail organization, market segmentation, and consumer behavior.
- To make the students understand key operational strategies in retail management such as merchandising, retail location planning, store operations, and various promotional techniques to enhance customer experience.

COURSE OUTCOMES:

CO1: To enable students to understand key branding concepts and terminology and its relevance in modern businesses.

CO2: To develop the ability to analyze and apply brand management strategies such as brand positioning, equity, value, personality, and consumer-brand relationships in practical contexts.

CO3: To be able to describe the different concepts and elements of retail management and its relevance in modern businesses.

CO4: To enable students to evaluate and design effective retail strategies by understanding retail organization structures, operational efficiency, and the integration of merchandising, category management, and promotional techniques.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping Industry International Academia with and	Lecture Hours	Corresponding Assignment Lab
1	Brand & Branding Terms & Concepts	Introduction to Brand; Significance of Branding; Difference between a Product and a Brand; Types of Brands; Rationale for building a Brand; Branding Challenges; Overcoming the challenges; Key Issues in Branding; Brand Identity; Brand Names and Brand Extensions; .	Brand Management – Principles and Practices Kirti Dutta, (Second Edition) Oxford University Press Chapters – 1, 2	International Academia: https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/resources/mit15-810f10-lec10/ Industry Mapping: Importance of building successful brands. What type of branding activity organization will adopt in relation to their products	10	• Case Study on Maggi Noodles. (Brand Management – Principles and Practices, Kirti Dutta), Second Edition, Oxford University Press, Pg. 25 • Case Study on Lux – Symbolizing Beauty (Brand Management – Principles and Practices, Kirti Dutta), Second Edition, Oxford University Press, Pg. 66

2	Brand Selection & Management of Brand	Brand Loyalty; Brand Knowledge; Brand Resonance; Brand Equity; Brand Value; Brand Associations; Brand Personality; Brand Management; Consumer Behaviour and Brand Buying Decisions; Brand Positioning; Repositioning and its strategies	Brand Management – Principles and Practices Kirti Dutta, (Second Edition) Oxford University Press Chapters – 4, 7, 8	International Standards https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/resources/mit15_810f10_lec10/ Industry Mapping: Brand equity and how organizations build it over time. Effective brand positioning strategy to be able to influence consumer purchase decision making process	10	• Case Study on Building Brand Equity (Brand Management – Principles and Practices, Kirti Dutta), Second Edition, Oxford University Press, Pg. 133 • Case Study on Asian Paints: Painting New Vistas (Brand Management – Principles and Practices, Kirti Dutta), Second Edition, Oxford University Press, Pg. 246
3	Retailing & Retail Management	Introduction to Retailing; Definition, Characteristics, Theories of Retailing; Emerging trends in retailing; Evolution of retailing in India; Factors behind the change of Indian retail industry; Retail Formats: Retail institutions by ownership, Retail institutions by Store-Based Strategy Mix, Web, and Non-store based, and other forms of Non-traditional	Retail Management: Text and Cases by Giri, Paul & Chatterjee. PHI Chapters – 1, 2, 3, 4, 5	International Standards https://ocw.mit.edu/courses/15-390-new-enterprises-spring-2013/resources/mit15_390s13_lec07/ Industry Mapping: Importance of strategic retail planning	10	• Case Study on Big Bazaar- The Indian Walmart (Retail Management, 3rd Edition, Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava) Pg. 53 • Case Study on Market

		Retailing; Retail consumers; Retail Marketing Mix; Advertising & Sales Promotion; Store positioning; Retail Merchandising; Buying Organization Formats and Processes; Devising Merchandise Plans, Shrinkage in retail merchandise management; Mark-up & Markdown in merchandise management; Merchandise Pricing: Concept of Merchandise Pricing, Pricing Objectives, External factors affecting a retail price strategy, Pricing Strategies, Types of Pricing, Retail People Strategy	Retail Management by Levy, Weitz and Pandit. (Sixth Edition); McGraw Hill Education Chapters – 1,2,4,5,9,14,15	STP in retail operations		Segmentation for Upcoming Mall (Retail Management, 3 rd Edition, Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava) Pg. 141
4	Retail operations management	Retail Finance strategy; Retail Location Strategy- Choosing a Store Location: Trading-Area analysis, characteristics of trading areas, Site selection, Types of locations, location and site evaluation: theories and application. Store Planning: Design & Layout, Introduction to Visual merchandising, Retail Image Mix, effective retail space management, floor space management; Buying and Merchandising strategy; Service Strategy; Customer Relationship and Customer experience; IT in retailing; E-tailing, quick commerce.	Retail Management: Text and Cases by Giri, Paul & Chatterjee. PHI Chapters – 7, 8, 9, 10, 16, 17, 18 Retail Management by Levy, Weitz and Pandit. (Sixth	International Standards https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/resources/mit15-810f15_l14_promotion/ Industry Mapping: Understanding the operations of a retail store starting from retail location search	10	• Case Study on Time to Decide New Store Locations (Retail Management, 3rd Edition, Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava) Pg. 180 • Case Study on McDonald's Promotion Strategy in India (Retail Management, 3rd Edition, Chetan Bajaj, Rajnish Tuli,

			Edition); McGraw Hill Education Chapters: 3,6,7,8,11,13, 18			Nidhi Varma Srivastava) Pg. 313
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TEXT BOOKS:

1. Brand Management – Principles and Practices by Kirti Dutta (Second Edition); Oxford University Press [Chapters: 1,2,4,7,8]
2. Retail Management: Text and Cases by Arunangshu Giri, Pradip Paul & Satakshi Chatterjee; PHI [Chapters: 1,2,3,4,5,7,8,9,10,16,17,18]
3. Retailing Management by Levy, Weitz and Pandit; McGraw Hill Education (Sixth Edition); [Chapters: 1,2,3,4,5,6,7,8,9,11,13,14,15,18]

REFERENCE BOOKS:

1. Retail Management, Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava (Third Edition); Oxford University Press

****Submitted by Prof. Joysri Datta, IEM Saltlake Campus, Kolkata, India**

CO-PO Mapping:

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	1	3	2	-	-	2	1	-
CO-2	3	3	3	-	-	1	2	1
CO-3	1	3	2	-	-	2	1	1
CO-4	3	3	3	-	-	3	2	2

Lesson Plan

Module 1: Brand & Branding Terms & Concepts, 3rd Year

WORKING DAY	DAY	Lesson Plan - Description
1	1	Syllabus Discussion
2	2	Introduction to Branding: Definition of a Brand, Evolution and significance of branding, Product vs. Brand
3	3	Types of Brands: Learn classification of brands and real-world examples
4	4	Rationale for Building a Brand: Explore reasons behind creating strong brands
5	5	Branding Challenges: Understand common hurdles in branding (e.g., clutter, commoditization)
6	6	Overcoming Branding Challenges: Learn ways companies overcome branding challenges

7	7	Brand Identity: Understand brand elements: name, logo, tagline, colour, personality
8	8	Brand Names & Brand Extensions: Learn how brand names are chosen; understand line and category extensions
9	9	Case- Study Discussion
10	10	Recap and Evaluation: Module recap and open Q&A session, Graded quiz.

Module 2: Brand Selection & Management of Brand, 3rd Year

WORKING DAY	DAY	Lesson Plan - Description
1	1	Brand Loyalty: Understand what drives brand loyalty and its importance to brand performance
2	2	Brand Knowledge & Brand Resonance (Keller's Model): Learn how consumers perceive brands and how deep brand relationships are built
3	3	Brand Equity – Meaning, Sources, Measurement: Explore the concept, sources, and methods of evaluating brand equity
4	4	Brand Value – Financial vs Consumer-based: Distinguish between financial and perceptual value of a brand
5	5	Brand Associations: Identify different types of brand associations and their role in brand meaning
6	6	Brand Personality: Understand how brands develop a personality and how it affects consumer connection
7	7	Brand Management, Brand Positioning: Learn how positioning works and see successful positioning examples
8	8	Consumer Behaviour and Brand Buying Decisions: Understand how consumer behavior affects branding decisions
9	9	Case Study Discussion
10	10	Recap and Evaluation: Module recap and open Q&A session, Graded quiz.

Module 3: Retailing & Retail Management, 3rd Year

WORKING DAY	DAY	Lesson Plan - Description
1	1	Concept and Scope of Retailing: Understand the meaning, evolution, and scope of retailing; Growth and Importance of Retailing
2	2	Trends in Retailing in India (Online, Omnichannel, D2C, etc.): Explore modern shifts in consumer and retailer behavior in India
3	3	Retail Formats: Concepts & Classification (Unorganized to Modern) Understand various retail formats: Retail institutions by ownership, Store-based strategy mix, non-store & modern formats, Non-traditional retailing
4	4	Factors Driving Change in Indian Retail Industry: Economic (income growth, urbanization), Technological (digital payments, e-commerce), Demographic & lifestyle changes, Government policies & FDI
5	5	Emerging Trends in Retailing: Omnichannel retailing, AI & data analytics in retail; Sustainability and green retailing; Quick commerce & hyperlocal delivery
6	6	Retail Organization: Structure & Functional Areas Understand how retail businesses are structured (operations, merchandising, HR, etc.)
7	7	Retail Management: Functions & Strategy: Learn core management functions in retailing (location, pricing, store design)
8	8	Retail Merchandising & Buying: Concept of retail merchandising; Buying organization formats; Buying process; Merchandise planning; Mark-up & markdown concepts

9	9	Case Study Discussion
10	10	Recap and Evaluation: Module recap and open Q&A session, Graded quiz.

Module 4: Retail Operations Management, 3rd Year

WORKING DAY	DAY	Lesson Plan - Description
1	1	Retail Financial Strategy: Meaning & importance of retail finance, Components: Cost structure in retail, Revenue streams, Profit planning,
2	2	Retail Location Strategy: Importance of location in retail success, Types of retail locations, Factors affecting location decisions
3	3	Trading Area Analysis: Characteristics of trading area, Methods of analysing trading areas
4	4	Store Planning – Design & Layout: Importance of store design, Types of store layouts, Elements of store design
5	5	Visual Merchandising & Retail Image Mix: Introduction to visual merchandising, Retail Image Mix
6	6	Retail Space Management: Effective retail space management, Floor space allocation, Shelf space management, Planograms
7	7	Buying & Merchandising Strategy: Buying process, Vendor selection, Merchandise planning

		Service Strategy: Importance of customer service in retail, Service quality dimensions
8	8	Online Retailing: Trends, Comparison with offline & Omnichannel Integration Explore growth and operations in e-commerce and hybrid retail formats; Quick Commerce
9	9	Case Study Discussion
10	10	Recap and Evaluation: Module recap and open Q&A session, Graded quiz.