



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 Outline for BBA Admission Batch 2024 - Semester V

Subject Code	Subject Name	Credit	Lecture Hours	Theory/Sessional
BBADB501	Strategic Management	4	40	Theory
BBADB502	Media Planning & Management	6	40	Theory
BBADB503	Web & Social Media Analytics	6	20	Theory
BBADB582	Logistics and Supply Chain Management	4	40	Theory
BBADB583	Advanced Excel	1	20	Sessional
BBADB584	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	BBADB501	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/strategic-management?source=search, 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/specializations/strategic-management-essentials-huddersfield?source=search, 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/specializations/strategic-management?source=search
	BBADB582	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/mastering-logistics-supply-chain-management?source=search, 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/supply-chain-logistics?source=search, 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/logistics-management-supply-chain-strategies?source=search
	BBADB502	1. https://www.coursera.org/learn/marketing-digital 2. https://www.coursera.org/specializations/adobe-digital-marketing-strategy 3. https://www.coursera.org/learn/customer-understanding-and-digital-marketing-channels
	BBADB503	1. https://www.coursera.org/specializations/social-media-marketing 2. https://www.coursera.org/learn/genai-in-social-media-marketing 3. https://www.coursera.org/projects/gemini-for-beginners-develop-a-social-media-marketing-plan



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Syllabus for BBA Admission Batch 2024

Subject Name: Strategic Management Credit:4 Lecture Hours: 40 Subject Code: BBADB501

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.	Strategic Management Azhar Kazmi, Adela Kazmi McGraw-Hill. Chapter – 1	International Academia: https://www.masse.y.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> Azhar Kazmi, Adela Kazmi McGraw-Hill. Chapter – 5, 7(7.1, 7.2, 7.3)	International Academia: https://www.mass.gov.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> Azhar Kazmi, Adela Kazmi McGraw-Hill. Chapter - 3	International Standards: https://www.mass.gov.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	Strategic Management Azhar Kazmi, Adela Kazmi McGraw-Hill Chapter – 5, 8(8.1, 8.3, 8.3), 14	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: BBADB582

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:** BBADB583

[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/itesd_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: BBADB584

[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

BBADB502

Subject Name: Media Planning & Management

Credit: 4

Objectives:

1. To gain a foundational understanding of the role of media planning, buying, and strategy in the field of advertising and marketing.
2. To explore the various components involved in media planning, such as target audience analysis, media research, and budget allocation.
3. To engage in hands-on exercises to develop and present a media plan for a hypothetical campaign
4. To delve into the specifics of advertising on platforms owned by publishers, such as social media platforms, websites, or other digital channels.

Sr. No	Module	No of Lectures
1	Introduction to Media Planning, Buying & Strategy	15
2	Components of Media Planning	15
3	<i>Creating a Media Plan</i>	15
4	Advertising on platforms owned by publishers	15
	Total	60

Course Outcomes:

CO1: The students will be able to comprehend the fundamentals of media planning, buying, and strategy and understand their significance in the overall marketing landscape.

CO2: The students will be capable of developing a comprehensive media plan, taking into account target audience characteristics, market research, and budget constraints.

CO3: The students will be able to create a well-rounded media plan that aligns with campaign objectives, target audience preferences, and available resources.

CO4: The students will be proficient in planning and executing advertising campaigns on platforms owned by publishers, understanding the unique features and considerations of each.

Reference Books:

- Media Planning & Buying in the 21st Century- Ronald D. Geskey
- Essentials of media planning- Arnold Barban
- Media Planning and Buying: Principles and Practice in the Indian Context - Arpita Menon

Sr. No	Module
1	Introduction to Media Planning, Buying & Strategy
	● Understand why Media Planning & Buying are important ● To Learn about Media Buyers, Publishers & Networks ● Discover what are Self-Serve & Non-Self-Serve Platforms
2	Components of Media Planning
	● Learn about elements that make up a Media Plan ● Discover how to formulas to optimize performance
3	Creating a Media Plan

	● Discover how Excel is a handy tool for Media Planning ● Follow along with the trainer to make a mock media plan ● Learn how to allocate budgets for your media plan
4	Advertising on platforms owned by publishers
	● Get familiar with North-Star Metric ● Get familiar with workings of Self-Serve and Non-Self-Serve Platforms ● Learn to leverage Social Media Based Advertising



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Subject Name: Web & Social Media Analytics

Credit: 4

Lecture Hours: 40

Subject Code: BBADB503

Objectives:

1. To understand the fundamentals of data tracking in Google Analytics, including the implementation of GA tracking codes on websites.
2. To learn to set up and track goals in Google Analytics, such as conversions or specific user interactions.
3. To explore tools and methodologies for auditing social media performance.
4. To learn advanced Excel functions and techniques for data manipulation, analysis, and reporting.

Modules at a glance

Course Content

Sr. No	Module	No of Lectures
1	How data tracking works in GA and dashboard overview	15
2	Tracking Goals and Events + UTM tracking	15
3	Social Media Auditing Tools	15
4	Advanced Excel for reporting	15
	Total	60

Outcomes:

CO1: The students will be able to navigate and interpret the Google Analytics dashboard, gaining insights into website traffic, user behavior, and key performance indicators.

CO2: The students will be proficient in configuring and monitoring goals and events in GA and be able to use UTM tracking to analyze the performance of various marketing channels.

CO3: The students will be equipped with the skills to conduct comprehensive social media audits, identifying strengths, weaknesses, and opportunities for improvement across different platforms.

CO4: The students will be proficient in using advanced Excel features to analyze and present data effectively, creating insightful and visually appealing reports.

Reference Books:

- Google Analytics by Justin Cutroni

- Advanced Web Metrics with Google Analytics by Brian Clifton

Sr. No	Module
1	How data tracking works in GA and dashboard overview
	• Setting up a GA account • How to place the GA code right • Reports available in GA • Filtering Data within GA
2	Tracking Goals and Events + UTM tracking
	• Types of Goals and how to set them up • Event tracking in GA and when to use the same • Best practices for UTM tracking
3	Social Media Auditing Tools
	• Using Social Media audit tools to track owns brand performance • Using Social Media audit tools to compare owns brand to competition

4	Advanced Excel for reporting
	• Extracting and cleaning data from tools • Filtering data in Excel • Adding Pivot tables in Excel • Presenting data in Excel