

University of Engineering & Management, Jaipur



Syllabus Outline for BBA

Admission Batch-

2026/2025

Subject Code	Subject Name	Credit	Theory/Sessional
BBADB201	Human Behavior & Organization	4	Theory
BBADB202	Marketing Management	4	Theory
BBADB203	Business Economics-II	4	Theory
BBADB204	Business Communication-II	4	Theory
BBADB205	Operations Research	4	Theory
BBADB281	Introduction to Values & Corporate Ethics	2	Sessional
BBADB282	Foundations of Coding	2	Sessional
BBADB283	Search Engine Optimization & Blogging	2	Sessional
BBADB284	Media Literacy and Critical Thinking	2	Sessional
BBADB285	Indian Constitution	2	Sessional
TOTAL CREDITS		30	

List of Online Courses / Learning Pathway: BBA Admission batch 2025/2026 Students need to complete one course per subject		
Semester 2	BBADB201	1. https://www.linkedin.com/learning/organizational-culture 2. https://www.coursera.org/learn/psychology-of-group-behaviors 3. https://www.coursera.org/learn/behavior-architecture-understanding-human-behavior
	BBADB202	1. https://www.coursera.org/learn/wharton-marketing 2. https://www.coursera.org/learn/spjimr-marketing-management-mooc 3. https://www.coursera.org/learn/marketing-management-essentialsthe-marketing-plan-structure
	BBADB205	1. https://www.coursera.org/learn/operations-research-modeling 2. https://www.coursera.org/learn/operations-research-algorithms 3. https://www.coursera.org/learn/operations-research-theory
	BBADB282	1. https://www.linkedin.com/learning/html-essential-training-22425519 2. https://www.linkedin.com/learning/html-and-css-creating-forms 3. https://www.linkedin.com/learning/introduction-to-web-design-and-development-14628245 4. https://www.linkedin.com/learning/html-css-and-javascript-building-the-web
	BBADB203	1. https://www.coursera.org/specializations/globalization-economic-growth-and-stability 2. https://www.coursera.org/learn/principles-of-economics-macroeconomics 3. https://www.coursera.org/learn/macroeconomics-igu
	BBADB283	1. https://www.linkedin.com/learning/seo-foundations-14828080 2. https://www.linkedin.com/learning/marketing-strategy-seo-content-writing 3. https://www.linkedin.com/learning/seo-strategy-link-building 4. https://www.linkedin.com/learning/content-marketing-blogging-for-business



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 (Digital Business) Admission Batch 2025

Subject Name: Human Behavior & Organization

Credit: 4

Lecture Hours: 48

Subject Code: BBADB201

Relevant Links: [Study Material](#)

[Coursera](#)

[NPTEL](#)

COURSE OBJECTIVES:

1. To enable the students to study the evolution of Management
2. To study the functions and principles of management.
3. To learn the application of the principles in an organization.
4. To enable the effective and barriers communication in the organization

COURSE OUTCOMES:

- CO 1: Students will be able to understand the fundamental concept of management and its importance in the practical world.
- CO 2: Students will be able to identify, define and solve management related problems.
- CO 3: Students will understand the contemporary issues and will get some wider exposure with respect to the global perspective.
- CO 4: Demonstrate how the different concepts of management gets practiced in organizations and evaluate them to identify scope of improvement

Module number	Topic	Sub-topics	Textbook as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Introduction to Organizational Behavior	Organizational Behavior: concept and significance; Relationship to other fields; OB Model, ethics and ethical behaviour in organizations. Learning: meaning and definition, process, theories of learning, OB in learning organization.	Organisational Behavior by K.Asawathappa & Study material	International Academia: People and Organizations Sloan School of Management MIT OpenCourseWare Industry Mapping: Organizational Dynamics Workplace Behavior Corporate Culture	10	Assignment on concepts of organizational behavior.
2	Attitude & Personality theories	Attitude: meaning and definition, components, functions, formation, changing of attitude, prejudice and attitude. Personality: meaning and definition, the big five personality model, the Myers-Briggs Type Indicator, additional work related aspects of personality.	Organisational Behavior by K.Asawathappa & Study material	International Academia: Personality Introduction to Psychology Brain and Cognitive Sciences MIT OpenCourseWare Industry Mapping: Behavioral Dynamic, Personality Alignment, Perception Integration	10	Case Study on concepts of perceptions and personality differences
3	Perception & Group Dynamics	Perception: meaning and definition, process, factors influencing perception, perceptual errors or distortions. Group Dynamics and Team Development: Group dynamics- definition and importance, types of groups, group formation, group development, group performance factors, group norms, group status, group size, cohesiveness, social loafing. Team: types, team composition factors, team development.	Organisational Behavior by K.Asawathappa & Study material	International Standards Individuals, Groups, and Organizations Sloan School of Management MIT OpenCourseWare Industry Mapping: Team Dynamics Group Interaction Collective Behavior	10	Case Study on concepts of group dynamics.

4	Organizational Conflict & Change Management	Organizational Conflict: Dynamics and management; sources, patterns, levels, and types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional Organizational conflicts; Resolution of conflict. Organizational development: Concept; Need for change, resistance to change; Theories of planned change; Organizational diagnosis; OD intervention.	Organisational Behavior by K.Asawathappa & Study material	International Standards Organizational Leadership and Change Sloan School of Management MIT OpenCourseWare Industry Mapping: Organizational Dynamics Conflict & Change Management	10	Case Study on Organizational conflict and change management .
---	--	--	---	--	----	--

TEXT BOOK:

1. Organisational Behavior by K.Asawathappa

REFERENCE BOOKS:

1. Organisational Behavior 18th edition by Neharika Vohra, Stephen P. Robbins & Timothy A. Judge
2. Organisational Behavior by L.M Prasad Sultan Chand and Son.

**Submitted by Prof.Nayan Ranjan Mukerje*



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: Marketing Management

Credit: 4

Lecture Hours: 40

Subject Code: BBADB202

[Study Material](#)

[COURSERA](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#) [IEM Learning](#)

COURSE OBJECTIVES:

1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives.
3. Explore best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing
4. Develop marketing strategies based on segmentation, target marketing, positioning by examining consumer behavior and sustainability.

COURSE OUTCOMES:

- CO 1: Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
- CO 2: Recognize various elements marketing mix for effective functioning of an organization.

CO 3: Critically analyze an organization's marketing strategies and learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.

CO 4: Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Case Studies
1.	Fundamentals of Marketing & its Environment	Unit I: Introduction to Marketing Nature, Scope and Importance of Marketing; Evolution of Marketing; Importance of marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept; Selling vs. marketing; Marketing Mix Unit II: Marketing environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C) [SWOT Analysis; PEST Analysis, Concept of SBU, Porter's Five Force Model for Industry Analysis, Product-Market Grid]	Textbook 1 (Marketing Management 17th Edition - by Philip Kotler, Kevin Lane Keller, Alexander Cerven, Jagdish N. Sheth, G. Shainesh) Chapters – 1 Textbook 2 (Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing 17th edition; Pearson Education) Chapters- 1,2,3	International Academia: MIT.Edu Industry Mapping: Marketing Mix, SWOT analysis, PEST analysis, Porter's Five Force Model for Industry analysis	10	Company Case: Chick-Fil-A: Getting Bteer before Getting Bigger (Pgs. 33-35; Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing ;17th edition; Pearson Education) Company Case: Fitbit: Riding the Fitness Wave to Glory (Pgs. 91 – 93; Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing ;17th edition; Pearson Education)

2	Managing Marketing Mix	Unit I: Product – Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Unit II: Place – Concept, role & types of distribution channels; Factors affecting choice of a distribution channel; Role of Intermediaries; Distribution Channel Management – VMS & HMS; Channel Conflict, Reverse supply chain concept Unit III: Price – Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price. Unit IV: Promotion – Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and	Textbook 1(Marketing Management 17th Edition - by Philip Kotler , Kevin Lane Keller , Alexander Cerven , Jagdish N. Sheth , G. Shainesh) Chapters – 1, 2, 10, 11, 12 13, 15 17 Textbook 2 (Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing 17th edition; Pearson Education) Chapters- 8,9,10,11,12,14,15,16	International Academia: MIT.Edu Industry Mapping: Product Life Cycle, Pricing Strategies, Promotional Mix Elements, Distribution channels and Intermediaries	10	Company Case: Bose: Better Products through Research (Pgs. 280-282 ; Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing ;17th edition; Pearson Education) Company Case: Volvo Trucks: Integrated Marketing Communications of Epic Proportions (Pgs: 428-429; Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing ;17th edition; Pearson Education) Company Case: Uber (Pgs 317-319; Marketing Management 17th Edition -by Philip Kotler , Kevin Lane Keller , Alexander Cerven , Jagdish N. Sheth , G. Shainesh
---	-------------------------------	--	---	---	----	---

		Retailers, Introduction to Retail Management.				
3	Market Segmentation, Targeting & Positioning for Competitive Advantage	Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer	Textbook 1 1(Marketing Management 17th Edition - by Philip Kotler , Kevin Lane Keller , Alexander Cerven , Jagdish N. Sheth , G. Shainesh) Chapters - 6 Textbook 2 (Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing 17th edition; Pearson Education) Chapters- 5,6,7	International Standards MIT.Edu Industry Mapping: Segmentation of markets, Targeting strategies, Positioning of products/services	10	Company Case: LinkedIn (Pgs 205-207; Marketing Management 17th Edition -by Philip Kotler , Kevin Lane Keller , Alexander Cerven , Jagdish N. Sheth , G. Shainesh

4	Marketing of Services	Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).	Textbook 1 1(Marketing Management 17th Edition - by Philip Kotler , Kevin Lane Keller , Alexander Cerven , Jagdish N. Sheth , G. Shainesh) Chapters - 9 Textbook 2 (Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing 17th edition; Pearson Education) Chapters- 17	International Standards MIT.Edu Industry Mapping: Digital Marketing, E-commerce, Rural Marketing, Social Marketing, Service Dominant Logic	10	Company Case: The Ritz Carlton (Pgs 255-256; Marketing Management 17th Edition -by Philip Kotler , Kevin Lane Keller , Alexander Cerven , Jagdish N. Sheth , G. Shainesh
---	------------------------------	---	---	---	----	---

Submitted by Prof. Joysri Datta, IEM Saltlake Campus; Prof. Doyel Mukherjee Prodhan, IEM Saltlake Campus

TEXTBOOK: 1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd
2. Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.



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

Subject Code: BBADB203

[Study material](#)

[Coursera](#)

[NPTEL](#)

[LinkedIn Learning](#)

Course Objective:

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

.Course Outcome:

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

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

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

Phillips Curve.

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

Module number	Topic	Sub-topics	TextBook	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab / Case-Study Assignment
1	Circular Flow of Income & National Income Accounting	Meaning of national income, Circular flow of income, National income and national product, Concept of national income: GNP, NNP, NNP _{FC} , Personal and disposable personal income, Measurement of national income, Value added method, Expenditure method, Income method, Difficulties in the measurement of national income, Nominal GDP and Real GNP, Some numerical problems of calculation of national income.	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter – 2 2. Study Material – Module 1	International Academia: https://ocw.mit.edu/courses/15-015-macro-and-international-economics-fall-2011/resources/mit15_015f11_lec01/ https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture2/ Industry Mapping: Concept of national income: GNP, NNP, NNP _{FC} , Nominal GDP and Real GNP	5 Hours	Case study presentation: 1. International differences in GDP & the quality of life. 2. Why should policy makers care about GDP.

2	The Classical Full-Employment Model	Economy in the Long Run : The Full-Employment Model—Classical Theory of Income and Employment : Introductory Analysis—Say’s Law and Classical Theory—Wage-Price Flexibility and Full-Employment	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter - 3 2. Study Material—Module 2	International Standards Macroeconomics: Foundations And Insights Coursera	5 Hours	Case study presentation: 1. The history of US-government debt
3	Keynes’ Theory of Employment Determination of National Income: Keynes’s Simple Two-Sector Model	Introduction—Aggregate Expenditure —Aggregate Output and 45° Income Line —Determination of the Equilibrium Level of National Income—Principle of Effective Demand—Determination of National Income: Saving-Investment-approach-Equilibrium Level of National Income	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter – 4, 5 2. Study Material – Module 3	:(https://web.stanford.edu/class/archive/e/e/ee108a/ee108a.1082/schedule.html) <i>Industry Mapping:</i> Basic understanding of income determination	5 Hours	
4	Consumption Function	The concept of consumption function and its features, Average and marginal propensity to consume, saving function; Average propensity to save and marginal propensity to save.	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter – 6 2. Study Material – Module 4	Consumption pattern of different consumers.	5 Hours	
5	IS-LM	The goods market and money	1. Macro	International	10 Hours	Case study presentation:

	Model	market: Links between them, Goods market equilibrium: The LM curve Shift in the LM curve, Intersection of the IS and LM curves: The simultaneous equilibrium of goods and money market.	Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter - 12, 13 2. Study Material – Module 5	Standards : https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture5/ https://ocw.mit.edu/courses/14-02-		1. Different monetary & fiscal policy measures taken by government in different countries to stabilize the economy. 2. Inflation is good or bad? 3. Measures to eradicate recent inflation rate in
6	Money: Nature, Functions and Role Central Banking	Definition of Money—Functions of Money The Principle of Central Banking— Functions of Central Bank—Methods of Credit Control—Bank Rate Policy—Limitations of Bank Rate Policy—Open Market Operations—Limitations of Open Market Operations, CRR.	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter - 17, 19 2. Study Material – Module 6	International Standards : Banking and Financial Institutions Coursera Industry Mapping: Role of Money in an economy, Idea about different instruments of monetary policy.	10 Hours	Case study presentation: 1. Regulatory measures taken by RBI to control the money market.

Submitted by Kamalika Dasgupta, Peu Das, Sukla Samajapati, IEM Saltlake campus

TextBook:

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

Reference Books:

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

Lesson Plan:

Module 1: Circular Flow of Income & National Income Accounting	
WORKING DAY	LESSON PLAN – DESCRIPTION
1	Brief idea about Macro Economics. Distinction between Micro Economics and Macro Economics .Explanation of important terminologies .Meaning of N .I .Circular flow of income
2	National income and National product .concept of GNP , NNP ,Personal and disposable Personal income .,Measurement of NI .
3	Value Added method Income method and Expenditure method
4	Difficulties in the measurement of NI ,Nominal GDP and Real GDP. Numerical problems
Module 2: The Classical Full-Employment Model, Determination of National Income	
7	Full employment model Classical theory Wage price flexibility and Full employment .
8	Determination of NI Keynes 's simple 2 sector model Introduction Agg .Expenditure ,Agg. Output and 45 ° income line ..Equilibrium level of NI .
9	Effective demand ,Determination of equilibrium level of NI by Savings Investment approach .
Module 3: Keynes' Theory of Employment	
10	Introduction—Aggregate Expenditure —Aggregate Output and 45° Income Line
11	Determination of the Equilibrium Level of National Income— Principle of Effective Demand
12	Determination of National Income: Saving- Investment-approach-Equilibrium Level of National Income
13	Determination of National Income: Keynes's Simple Two- Sector Model
Module 4: Consumption Function	
14	The concept of consumption function and its features
15	Average and marginal propensity to consume
16	saving function: Average propensity to save and marginal propensity to save
Module 5: IS-LM Curves Model, Inflation- Unemployment Tradeoff	

17	IS --LM Model The goods market and money market .Link between them .Goods market equilibrium
18	Shift in the L M curve .Intersection of the 2 curves. The simultaneous equilibrium of goods and money market .
Module 6: Money: Nature, Functions and Role of Central Banking	
19	Money,Nature, Functions and Role Brief description of them
20	Definitions of money. Different Functions of money .
21	REVISION
22	Central Banking The principle of Central Banking. Functions of Central Bank
23	Concept of credit and control of credit
24	Methods of credit control .Bank rate policy .Limitations of Bank rate policy .
25	Open market operations .Limitations of open market operations .
26	Cash Reserve Ratio. Explanation and Limitations of the method ,as an effective method to control credit by the Reserve Bank Of India .
27	Revision of the entire syllabus as well as clearing of doubts
28	Revision of the entire syllabus as well as clearing of doubts
29	Revision of the entire syllabus as well as clearing of doubts,

TextBook:

MACROECONOMICS Theory and Policy, H L AHUJA, S CHAND PUBLICATION

Reference Books:

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

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS

Mid Term 1	February 10, 2026 to February 21, 2026	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
Mid Term 2	March 24, 2026 to April 2, 2026	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2026 to May 9, 2026	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_qUeSiVTNh5OQ?e=MMQn40



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



Syllabus for BBA Admission Batch 2024

Subject Name: Business Communication-II

Credit: 4

Lecture Hours: 48

Subject Code: BBADB204

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

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

COURSE OUTCOMES:

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

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

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

2	Leadership Communication	• What is Leadership Communication • What is Leadership • Leadership Theories • Top of Form • Communication Strategies for Effective Leadership • Cross-Cultural Communication in Leadership • Digital Communication Tools for Leadership • Communication Challenges in Leadership Roles	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter – 24 Study Material – Module 2	International Academia: MIT.Edu Industry Mapping: Strategic Alignment and Vision, Change Management, Employee Engagement and Retention	12	2. Case Study 2
3	Communication for Effective Negotiations	• What is negotiation • The Nature of negotiation • The Need for Negotiation • Factors affecting negotiation • Stages in the negotiation process • Negotiation strategies 1 - Introduce common negotiation strategies and their applications. Analyze the pros and cons of different negotiation tactics. • Negotiation Strategies - Part 2 - Explore advanced negotiation techniques and tactics. Case studies and role plays to illustrate effective negotiation strategies. • Conflict Resolution in Negotiation - Discuss the role of conflict resolution in successful negotiations. Examine strategies for managing and resolving conflicts during negotiation. • Power Dynamics in Negotiation • Ethics in Negotiation • Communicating Effectively in Negotiation	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter – 21 Study Material – Module 3	International Standards MIT.Edu Industry Mapping:	12	3. Case Study 3

--	--	--	--	--	--	--

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

**Submitted by Amrita Mitra Mukherjee, IEM Saltlake campus*

TEXTBOOK:

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

Reference Book:

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



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: Operations Research

Credit: 4

Lecture Hours: 40

Subject Code: BBADB205

[Study Material](#)

[NPTEL](#)

[LinkedIn Learning](#)

[Coursera](#)

Course Objective:

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

Course Outcome:

CO1 Understand the LPP problem & Solution using Graphical method& Simplex Algorithm

CO2 Understand Transportation & Assignment problem

CO3 Understand notion of Game theory & its application

CO4 Understand the concept of Networking Models and application in Operations Research

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab / Case-Study Assignment
1	Linear Programming Problems	1. Basic LPP and Applications; Various Components of LP Problem Formulation; Solution of Linear Programming Problems: Solution of LPP: Using Graphical Method 2. Simplex Algorithm: Basic Concept, Variables, Application using Excel\QM for Windows, Concept of Duality	1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library (Chapter – 1)	International Standards: https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/resources/mit15_053s13_lec2/ Industry Mapping: Production scheduling, inventory policies, Solution of Business problems using mathematical model.	10 Hours	Forming mathematical models from business case studies
2	Transportation & Assignment problem	1. Transportation problem -Introduction; Computational procedure; concept of basic feasible solution; Optimality test for basic feasible solution; 2. Assignment problem - Mathematical Formulation of the problem; Computational procedure	1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library (Chapter – 4, 5,7)	International Standards https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/resources/mit15_053s13_lec4/ Industry Mapping: Defining an optimal strategy for distributing several supply centers to minimize the cost and time.	10 Hours	Solution of Business Optimization Models QM for Windows/M ATLAB.
3	Game Theory	Game Theory: Introduction; 2-Person Zero-sum Game; Saddle Point; Mini-Max and Maxi-Min Theorems (statement only) and problems; Games without Saddle Point; Graphical Method; Principle of Dominance	1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library (Chapter – 9)	International Standards : https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/ Industry Mapping: To help you predict what other people may do in situations where the outcomes are unclear.	10 Hours	Game theory case studies

4	Network Routing Problem	1. Concept of Network, Graph Theory, Network Flow problems. 2. Minimal Spanning Tree, Shortest Route Problem	3. Operations Research – Swarup, Gupta, Mohan (Chapter – 24)	International Standards : https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/resources/mit15_053s13_lec7/ Industry Mapping:	10 Hours	Solution of Business Optimization Models QM for Windows/MATLAB.
---	--------------------------------	---	--	---	----------	---

Submitted by Sreeparna Guha, IEM Saltlake campus

TEXTBOOK:

1. LPP & Game Theory by Ghosh & Chakraborty, Moulik Library
2. Operations Research – Swarup, Gupta, Mohan, S. Chand & Sons



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: Introduction to Values & Corporate Ethics

Credit: 2

Lecture Hours: 20

Subject Code: BBADB281

Relevant Links: [Study Material](#)

[Coursera](#)

[NPTEL](#)

COURSE OBJECTIVES:

1. To enable the students to study Nature and purpose ethics
2. To understand the morals of organisational interest.
3. To learn the cultural and human values in management.
4. To enable the effective understanding of Indian and global perceptive of business ethics

COURSE OUTCOMES:

CO 1: Students will be able to understand the fundamental concepts regarding nature and purpose ethics.

CO 2: Students will be able to identify, define and understand the morals for organisational interest.

CO 3: Students will understand the cultural and human values in management.

CO 4: Demonstrate how the different concepts of management gets practiced in organizations and evaluate them to identify scope of improvement

Module number	Topic	Sub-topics	Textbook as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Fundamentals of Values & Corporate Ethics	Values: Meaning, Definition and importance - nature, purpose & Relevance in business Corporate Ethics: Meaning, Definition and importance - nature, purpose of ethics and morals for organizational interests – Cultural and Human values in management – Indian and Global perspective	Study material & Chapter 7 of Values & Ethics of Profession & Business: Dr. (Prof). S.K.Sarangi	International Academia: https://ocw.mit.edu/courses/24-231-ethics-fall-2009/ Industry Mapping: Industry specific Ethical decision making	5	Assignment on nature, purpose of ethics and morals for organizational interests
2	Organisation Culture and Ethics	Organisation Ethics Development System – Organisational Culture and values – Code of Ethics – Value based Leadership and its effectiveness	Study material & Chapter 8 of Values & Ethics of Profession & Business: Dr. (Prof). S.K.Sarangi	International Academia: https://ocw.mit.edu/courses/21g-035-topics-in-culture-and-globalization-fall-2003// Industry Mapping: Developing a positive Organisation Culture	5	Case Study on Value based Leadership

3	Introduction to Workplace Ethics	Workplace Ethics – personal and professional ethics in the organisation - discrimination, harassment - gender equality	Study material & Chapter 9 of Values & Ethics of Profession & Business: Dr. (Prof). S.K.Sarangi	International Standards https://ocw.mit.edu/courses/15-269-leadership-stories-literature-ethics-and-authority-fall-2015/ Industry Mapping: Developing an ethical workplace	5	Case Study on professional ethics
4	Corporate Governance & Protection of Stake holders	Corporate Governance – Audit committees – Role of Independent Directors – Protection of Stake holders	Study material & Chapter 13 of Values & Ethics of Profession & Business: Dr. (Prof). S.K.Sarangi	International Standards https://ocw.mit.edu/courses/15-369-seminar-in-corporate-entrepreneurship-fall-2015/ Industry Mapping: Developing Corporate Governance & Protection of Stakeholders	5	Case Study on Corporate Governance

TEXT BOOK:

1. Values & Ethics of Profession & Business: Dr. (Prof). S.K.Sarangi

REFERENCE BOOKS:

1. Values and Ethics in Business And Profession: Samita Manna, Sauparna Chakraborti
2. A Foundation course in Human Values and Professional ethics: R.R. Gaur, R. Asthana, G.P.Bagaria

**Submitted by Prof.Doyel Mukherjee Prodhan & Prof.Nayan Ranjan Mukerje*



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

Study Material [MIT/StandFord OpenCourseware](#) [NPTEL](#) [LinkedIn Learning](#)

Subject Name: AI for Business Credit: 2 Lecture Hours: 20 Subject Code: BBADB282

Course Objective:

1. Understand the historical evolution and core technologies of Artificial Intelligence.
2. Analyze AI-driven business transformation through industry case studies.
3. Apply AI applications across finance, CRM, and human resource management functions.
4. Evaluate ethical, legal, and societal considerations in responsible AI deployment.

Course Outcome:

CO1: Analyze Big Data, understanding its core characteristics and the infrastructure required for its management.

CO2: Comprehend in-depth knowledge of key AI technologies and explore these technologies' roles in driving business innovation and operational efficiency.

CO3: Apply AI solutions to core business functions, such as enhancing algorithmic trading in finance, improving customer engagement through CRM systems, and optimizing HR processes with AI-driven tools.

CO4: Evaluate and Mitigate ethical risks associated with AI use in business, ensuring practices are fair, transparent, and

responsible.

Module number	Topic	Sub-topics	TextBook	Mapping with Industry and International Academia	Lecture Hours
1	Introduction to AI	1. History & Evolution of AI , 2. AI-Driven Business Transformation 3. Importance of Data Analysis & Data driven decision	Artificial Intelligence for Managers by Malay A. Upadhyay	International Standards: https://ocw.mit.edu/courses/res-10-002-ethics-of-ai-bias-spring-2023/ Industry Mapping: Introduction to AI & data driven decision making	5
2	AI techniques & developments	Overview of AI technologies namely Machine Learning, Deep Learning, Natural Language Processing, Computer Vision, Robotics.	Artificial Intelligence for Managers by Malay A. Upadhyay	International Standards: https://ocw.mit.edu/courses/res-10-002-ethics-of-ai-bias-spring-2023/ Industry Mapping: Knowledge of AI techniques and types	5

3	AI in Business Applications	1. AI in Finance – AI in algorithmic trading, Credit scoring models using machine learning, Fraud detection, 2. AI in Customer Relationship Management - Personalization and recommendation systems, Chatbots and virtual assistants, 3. AI in Human Resource Management – AI-driven recruitment and selection processes, Employee performance analytics	Artificial Intelligence for Managers by Malay A. Upadhyay	International Standards: https://ocw.mit.edu/courses/res-10-002-ethics-of-ai-bias-spring-2023/ Industry Mapping: Application of AI in Marketing, Finance & HR	5
4	Ethics in AI	1. Bias, fairness, and transparency, Responsible AI practices for leaders, 2. Mitigating ethical risks in AI/ML deployment, Societal and legal aspects of AI.	Artificial Intelligence for Managers by Malay A. Upadhyay	International Standards: https://ocw.mit.edu/courses/res-10-002-ethics-of-ai-bias-spring-2023/ Industry Mapping: Ethical consideration while using AI	5

TextBook:

1. Artificial Intelligence for Managers by Malay A. Upadhyay, BPB Publications

Suggestive Readings

1. Neha Soni, Enakshi Khular Sharma, Narotam Singh, Amita Kapoor, “Artificial Intelligence in Business: From Research and Innovation to Market Deployment”, Procedia Computer Science, Volume 167, 2020, Pages 2200-2210, <https://doi.org/10.1016/j.procs.2020.03.272> .

2. Nikolaos-Alexandros Perifanis, Fotis Kitsios, Investigating the Influence of Artificial Intelligence on Business Value in the Digital Era of Strategy: A Literature Review, *Information* 2023, 14(2), 85; <https://doi.org/10.3390/info14020085>

Case Studies

- The Business of Artificial Intelligence: What it can — and cannot — do for your organization by Erik Brynjolfsson, Andrew McAfee, <https://hbr.org/2017/07/the-business-of-artificial-intelligence> .
- Predicting Consumer Tastes with Big Data at Gap, Ayelet Israeli, Jill Avery, <https://hbsp.harvard.edu/product/517115-PDF-ENG>



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

BBADB283: Search Engine Optimization & Blogging

Credit: 2

Lecture Hours: 20

Course Objectives:

1. To help students understand the importance of Google's algorithm
2. To get students familiar with Keywords & its importance in content creation & blogging
3. To practically learn how to do on-page optimization
4. To understand off page optimization & its relevance to any website

Modules at a glance

Sr. No	Module	No of Lectures
1	Laying the groundwork & Keyword research	15
2	On-page optimization	15
3	Off-page optimization	15
4	Hygiene & technical checks on website	15
	Total	60

Course Outcomes:

CO1: The student will be able to perceive the importance of Google's algorithm

CO2: The student will be familiar with Keywords & its importance in content creation & blogging

CO3: The student will understand the process of performing on-page optimization

CO4: The student will understand off page optimization & its relevance to any website

Reference Books:

- Entity SEO: Moving from strings to things - Dixon Jones
- Trust the agents- Chris Borgen & Julien Smith
- <https://moz.com/blog>
- <https://neilpatel.com/blog/>

Sr. No	Module
1	Laying the groundwork & Keyword research
	• Get familiar with SEO terms & concepts • Analysing search engine result page • Learning how Google SEO works • Understanding what are keywords in SEO • Learning how to find the right keywords
2	On-page optimization
	• Understanding what are the different aspects of on-page SEO • Structuring your webpages for on-page SEO • Discover optimizable components of on-page • Creating keyword friendly content for a blog
3	Off-page optimization
	• Learn how off page optimization impact Domain Authority and ranks • Finding backlinks - How to audit competitors' website to find relevant backlinks • Using Blogs, Social Media, Videos to earn backlinks
4	Hygiene & technical checks on website
	• Black Hat Techniques to avoid • Importance of sitemaps, robots.txt, 404 pages • Understanding Google My business & how to rank on GMB



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: Foundation of Coding

Credit: 2

Lecture Hours: 26

Subject Code: BBADB284

Course Objectives:

1. To familiarise students with the basic structure of any website & get introduced to basic UI concepts related to font and colour to build attractive websites
2. To gain practical knowledge on how to use HTML, CSS & Javascript to build websites

Modules at a glance

Sr. No	Module	No of Lectures
1	Web structure & HTML	15
2	CSS & Javascript	15
	Total	30

Course Outcomes:

CO1: The student will be able to plan the basic structure of a website and implement the concepts of UI

CO2: The student will learn how to use HTML, CSS & Javascript to build websites

Reference Books:

- HTML & CSS: Design and Build Websites - Jon Duckett
- CSS Pocket Reference - Eric A Mayer
- Designing with web standards - Jeffrey Zeldman & Ethan Marcotte Wireframing Essentials - Matthew J. Hamm

Sr. No	Module
--------	--------

1	How does a website work & structure
	● Overview of how websites function, their structure ● Web standards and W3C elements, Overview of HTML, CSS & Javascript ● Importance of a responsive website, Common HTML Tags ● Using Tables, Adding Images, Interlinking pages
2	CSS & Javascript
	● Common UI mistakes in designing a site ● Using CSS properties to control fonts, colours, layouts, and other common properties, Differentiating between in-line, internal, and external CSS ● Practice cascading style sheet, What is dynamic content and when should you use it, Common language constructs, Creating alerts and responds to events ● Creating tabs and sliders



University of Engineering and Management
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Kolkata



Syllabus for 1st Year BBA (2nd Semester)

Subject Name: Indian Constitution

Credit: 2

Lecture Hours: 20

Subject Code: BBADB285

Study Materials

Coursera

MIT Open Course

NPTEL

LinkedIn Learning

COURSE OBJECTIVE:

1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.
2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.
3. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.
4. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19

COURSE OUTCOMES:

1. To understand the knowledge of the Indian Constitution, particularly from the perspective of economic governance and business
2. To develop a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business
3. To develop a sense on how questions of economic growth have to be balanced with other constitutional commitments, including social

and economic justice

4. To summarize various concepts like legal rights, trading rights, property

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Cases
1.	Introduction and Economic History	The Regulating Act 1773 The Government of India Act 1935 Preamble RBI role in economic governance	The Indian Legal System- Chapter 4 Introduction to the Constitution of India- Chapter 1, 3 Constitutional Law of India- Chapter 4	Economic Growth Economics MIT OpenCourseWare Economic Crises Economics MIT OpenCourseWare Lecture2-RBI.pdf	4	Re Berubari Enclave Keshavananda Bharti V. Unioin of India Bitcoin ban case
2.	Fundamental rights and duties	Fundamental Rights and Economic freedoms Directive Principles of State Policy (Art 38,39,46) Fundamental Duties	Introduction to the Constitution of India- Chapter 8, 9 Constitutional Law of India- Chapter 16		5	Rustom Cavasjee Cooper V. Union of India Chintamanrao V. State of MP State of Rajasthan V. Mohan Lal Vyas Cooverjee B. Bharucha V. Exercise Commissioner T.B.Ibrahim V. Regional Transport Authority Harman Singh V. RTA, State of Bombay V. R.M.D. Chamarbaugwala Parbhani Transport Coop. Society Ltd. V. Regional Transport Authority Mithilesh Garg V. Union of India Dwarka Prasad Laxmi Narain V. State of U.P

						Keshavananda Bharti V. Union of India Land Reform Cases
3.	Organs of the Government (Union)	President: - Qualification, election, removal (impeachment); - Council of Ministers - Powers comparative study with Governor of State Parliament & Legislative Procedure - constitution, qualification for membership, duration; - Powers, Privileges & immunities of its members;	Introduction to the Constitution of India- Chapter 11, 12 Constitutional Law of India- Chapter 18,19		3	S.P. Gupta v. Union of India
4.	Centre - State Relations, other Provisions and Service under the Constitution	- Legislative Relations: Art. 245 to 255. - Finance Commission Art. 280 - Right to Property (Art. 300A), - Fiscal Federalism: (Art 270, 275, 280, 282, 293; Seventh Schedule - Freedom of Trade, Commence &	Introduction to the Constitution of India- Chapters 24, 25, 26, 27 Constitution of India- Chapter 28,29	Stanford University Explore Courses Stanford University Explore Courses	5	G.K. Krishna V. State of Tamil Nadu Automobile Transport Ltd V. State of Rajasthan

		Intercourse Art. 301 - 307. Challenges associated with fiscal federalism in India				
5.	Constitutional battles that shaped the economy	Complex overlap between the Constitution and business (Art 19(6), 77, 119) The lifting of restrictions on dealing in cryptocurrencies. Constitutional Amendment- Art 368- 1st, 4th, 42nd, 44th (Demoted the Right to Property from a fundamental right), 101st(GST)	Introduction to the Constitution of India- Chapters 8, 9, 10 Constitutional Law of India- Chapters- 28, 36	Economics for Business (self-paced online)	3	Banning of diesel engine cars Telecom regulation and ownership of broadcast media Vivek Narayan Sharma V. Union of India Demonetization case k.S. Puttaswamy and Anr. V Union of India (Aadhaar case) Bitcoin ban case Internet and Mobile Association of India V. Reserve Bank of India

Textbook:

1. Durga Das Basu: Introduction to the Constitution (Chapter 1,3,8,9,10,11,12,24,25,26,27)
2. V. N. Shukla: Constitution of India (Chapter 4,16,18,19,28,29,36)
3. Dr. N. V. Paranjape: Indian Legal System (Chapter 4)
