

University of Engineering & Management, Jaipur



श्रद्धावान लभते ज्ञानम्
Good Education, Good Jobs

Syllabus Outline for BBA (Digital) Admission Batch-2025

Subject Code	Subject Name	Credit	Theory/Sessional
BBADB301	Cost & Management Accounting	4	Theory
BBADB302	Legal and Ethical issues in business	4	Theory
BBADB303	Social & Media Management	4	Theory
BBADB304	Digital Advertising	4	Theory
BBADB305	Content Strategy & Campaign	4	Theory
BBADB381	Indian System of Health and Wellness	2	Sessional
BBADB382	Disaster Management	2	Sessional
BBADB383	Innovation & Entrepreneurship	2	Sessional
BBADB384	Negotiation Skills	1	Sessional
BBADB385	Digital Readiness in Business	2	Sessional
TOTAL CREDITS		29	

List of Online Courses / Learning Pathway: BBA Admission batch 2025/2026		
Students need to complete one course per subject		
Semester 3	BBADB301	1. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/managerial-and-cost-accounting?source=search , 2. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/management-accounting-cost-optimization?source=search , 3. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/project-estimation-cost-management?source=search
	BBADB302	1. https://www.coursera.org/videos/forecasting-budgeting-territories-evaluation/Ue5Yq?query=Legal+%26+Ethical+issues+in+Business&source=search , 2. https://www.coursera.org/videos/business-law-contracts-liability-and-regulation/dxAxs?query=Legal+%26+Ethical+issues+in+Business&source=search , 3. https://www.coursera.org/videos/email-marketing-strategy-segmentation-design/3U81j?query=Legal+%26+Ethical+issues+in+Business&source=search
	BBADB303	1. https://www.coursera.org/learn/social-media-content-and-strategy 2. https://www.coursera.org/learn/socialmediamarketing 3. https://www.coursera.org/learn/measure-and-optimize-social-media-marketing-campaigns
	BBADB304	1. https://www.coursera.org/projects/google-ads-beginner 2. https://www.coursera.org/learn/attract-and-engage-customers 3. https://www.coursera.org/learn/social-media-digital-marketing-fundamentals
	BBADB305	1. https://www.coursera.org/learn/content-marketing 2. https://www.coursera.org/learn/content-strategy-and-creation 3. https://www.coursera.org/learn/content-strategy
	BBADB382	1. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/disaster-crisis-emergency-preparedness-communication?source=search , 2. http://coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/disaster-preparedness?source=search , 3. https://www.coursera.org/videos/ai-in-government/c2k22?query=Disaster+Management&source=search
	BBADB385	1. https://www.coursera.org/videos/bcg-uva-darden-digital-transformation/GfQjq?query=Digital+Readiness+in+Business&source=search , 2. https://www.coursera.org/videos/transforming-with-data-analytics-and-organization/MTuNB?query=Digital+Readiness+in+Business&source=search , 3. https://www.coursera.org/videos/bcg-uva-darden-digital-transformation/A2AsB?query=Digital+Readiness+in+Business&source=search



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



Syllabus for BBA Admission Batch 2025

Subject Name: Cost & Management Accounting

Credit: 4

Lecture Hours: 40

Subject Code: BBADB301

Pre-requisite: Basic Knowledge of Cost and Financial Management

[Study Material](#)

[COURSERA](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

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

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

COURSE OUTCOMES:

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

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

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

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

Module	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1.	Introduction to Cost and management accounting	- Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting. - Cost Concepts-Cost classification – Elements of cost. - Preparation of cost sheet. Segregation of Costs as Prime cost, Works Cost, Cost of Goods Sold and Cost of Sales. Meaning of Direct and Indirect Cost	Cost and Management Accounting By M N Arora (Himalaya Publication House) Chapters – 1 and 2	International Academia: https://ocw.mit.edu/ Industry Mapping: <i>Understanding the relevance of cost accounting in the industry and its need. Preparing store ledger accounts, inspection of store ledger accounts, implementation of inventory control system.</i> AICTE curriculum : https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf	10	1. Case Study on basic cost accounting Link: https://www.hbs.edu/faculty/Pages/item.aspx?num=43888

2	Material, Labour and Overheads	- Material cost- direct and indirect material cost, Inventory control techniques-stock levels, EOQ, ABC analysis. Issue of materials to production. - Pricing methods- FIFO, LIFO and Average methods. - Labor cost: Methods of payment of wages including incentive plans -Halsey and Rowan plans - Overheads: features, classification, allocation of overheads, absorption of overhead.	Cost and Management Accounting By M N Arora (Himalaya Publication House) Chapters – 3, 4 and 5	International Academia: https://ocw.mit.edu/ Industry Mapping: <i>identifying where money is being spent and reduces unnecessary expenses, managing the cost elements to increase margins in the business.</i> AICTE curriculum : https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf	10	.Case Study on inventory management
3	Financial Statement Analysis	- Comparative Income Statements and Balance Sheets- Common Size Income Statements and Balance Sheet analysis - Trend Analysis. Ratio Analysis – Introduction, Classification & Interpretation of Ratios- Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios	Cost and Management Accounting By M N Arora (Himalaya Publication House) Chapters – 15	International Academia: https://ocw.mit.edu/ Industry Mapping: <i>Enabling students for better pricing, profitability analysis, and informed strategic decision-making in an industry.</i> AICTE curriculum : https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf	10	Relevant case study on financial analysis of companies

				20Framework.pdf MIT Courseware: https://ocw.mit.edu/courses/15-963-management-accounting-and-control-spring-2007/pages/calendar		
4	Marginal Costing and Budgetary control	• Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing • Break Even Analysis-Meaning and Importance - Break even chart • P/V ratio - Cost Volume Profit Analysis- Margin of Safety-Angle of Incidence-Problems in Marginal costing. • Meaning and Importance of Budgetary Control, Types of Budgets	Cost and Management Accounting By M N Arora (Himalaya Publication House) Chapters – 10 & 12	International Academia: https://ocw.mit.edu/ Industry Mapping: <i>Enabling students in in better short-term decision-making, such as pricing, product mix, and break-even analysis.</i> AICTE curriculum : https://aicte.gov.in/sites/default/files/Model_Curriculum/Final%20BBA%20curricular%20Framework.pdf	10	Relevant case study

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

TEXTBOOK:

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

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

REFERENCE BOOK:

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



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Syllabus for BBA Admission Batch 2026

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

Subject Code: BBADB302

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

COURSE OBJECTIVES:

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

COURSE OUTCOMES:

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

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

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

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

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

Reference Book

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

BBADB303: Social Media Management

Course Objectives:

1. To learn how to manage a brand presence on Facebook & Instagram
2. To familiarize students with the key concepts of Social Media Management
3. To gain practical knowledge on Content Marketing strategies and the AIDA Model
4. To get introduced with Online Reputation Management & Marketing to build & promote a positive brand image.

Modules at a glance

Sr. No	Module	No of Lectures
1	USPs of leading Social Media Platforms & Key Stats	15
2	Facebook & Instagram key Features & Algorithm	15
3	Content Marketing Strategy	15
4	Online Reputation Management	15
	Total	60

Course Outcomes:

CO1: The student will be able to audit and manage Social Media Presence for a Brand

CO2: The student will be able to understand how to put to use the possibilities offered by leading Social Media Platforms

CO3: The student will understand Content Marketing strategies on Social Media using the AIDA Model

CO4: The student will be able to implement Online Reputation Management strategies to build & promote a positive brand image.

Sr. No	Module
1	USPs of leading Social Media Platforms & Key Stats
	● Evolution of Social Media ● Leading Social Media Platforms & Key Stats ● USP of each Social Media Platform ● Case studies on how brands have made the most of these platforms
2	Facebook & Instagram key Features & Algorithm
	● Facebook & Instagram Algorithms ● How frequently should you post on each platform ● Ideal timing for posting ● Key features of Facebook & Instagram ● Best practices for creating posts, carousels, stories and reels

	• Examples of various posting formats
3	Content Marketing Strategy
	• Why a content marketing strategy is essential for any modern business. • The AIDA funnel and how it governs not just your content marketing strategy & all your digital marketing efforts. • Importance of having a well-defined brand personality, how to position your brand, and why buyer personas are helpful. • The available content formats, key concepts such as content calendars, and how to come up with content ideas.
4	Online Reputation Management
	• Difference between reputation marketing & management • Assets that help in reputation management • Importance of online reviews & testimonials • How to mitigate the impact of negative reviews • Discover steps of dealing with an online crisis • Learn how crisis management protocols help • Brand Management & Digital PR • Reputation Marketing Tools

Reference Books:

- Social Media Success for every brand - Claire Diaz Ortiz
- Social Media & Mobile Marketing - Puneet Singh Bhatia
- The Essential Social Media Marketing Handbook - Gail Z. Martin

BBADB304: Digital Advertising

Course Objectives:

1. To learn how to create targeted ROI-driven Facebook Ad & Instagram Ad Campaigns
2. To gain practical insights on how to boost brand awareness, acquire quality leads, and get repeat sales through Digital Advertising.
3. To learn how to recognize the right Target Audience for your campaign
4. To learn how to estimate and measure the impact of Digital Advertising.

Modules at a glance

Sr. No	Module	No of Lectures
1	Introduction to Facebook and Instagram Ads	15
2	Audience Targeting, Ad Placement & Budgeting options	15
3	Types of Ad formats, Landing pages & Remarketing	15
4	Setting up Twitter & LinkedIn Ads	15
	Total	60

Course Outcomes:

CO1: The student will be able to set up and run ROI-driven ads on Facebook & Instagram

CO2: The student will be able to choose from various marketing objectives offered as per the desired marketing strategy

CO3: The student will be able to narrow the audience to ensure minimum wastage of ad spends

CO4: The student will be able to estimate the impact of their ads before taking the campaign live

Sr. No	Module
1	Introduction to Facebook and Instagram Ads
	• Detailed walkthrough of Facebook Ads Manager • Learn how Facebook & Instagram use your data • Understand how to run a Facebook campaign • How to target your existing customer database • Target customers who will interact with your ads
2	Audience Targeting, Ad Placement & Budgeting options

	• Learn to target customers basis age, gender & more • Learn how broad & narrow audiences are different • Learn how to place Instagram & Facebook Ads • Budget correctly to achieve 3x return Ad spend
3	Types of Ad formats, Landing pages & Remarketing
	• Learn about Facebook image ads, video ads, & more • Make your first Facebook and Instagram ads • Know the essentials of a Landing page • Find how to reach previous buyers with ads
4	Setting up Twitter & LinkedIn Ads
	• Leveraging Twitter Ads with various formats • Learn to generate quality leads through LinkedIn Ads

References:

- Ultimate Guide to Facebook Advertising - Perry Marshal
- Profit with Social Media - Benita Bhatia Dua
- Social Media Marketing - Michael Branding
- The Social Media Marketing Book - Den Zarella

BBADB305: Content Strategy & Campaign Planning

Course Objectives:

1. To learn how to create a holistic content marketing strategy that attracts and engages your desired target audience.
2. To understand core content marketing concepts, how to define your target audience, and the various content formats that you can leverage.
3. To gain practical insights on how to create, publish and promote content.
4. To discover the ideal platforms to share various types of content.

Modules at a glance

Sr. No	Module	No of Lectures
1	Recognizing Consumer Journeys	15
2	Defining a Marketing Objective	15
3	Target Audience & Persona Creation	15
4	Content Creation & Publishing	15
	Total	60

Course Outcomes:

CO1: The student will comprehend the importance of a content marketing strategy for any modern business.

CO2: The student will be able to recognize the AIDA funnel and how it governs your content marketing strategy.

CO3: The student will be capable of understanding how to position a brand and why buyer personas are helpful.

CO4: The student will be able to define all key concepts.

Sr. No	Module
1	Recognizing Consumer Journeys
	● What A Consumer Journey Looks Like ● Introduction To Content Strategy ● Why Content Strategy ● Content Marketing Funnel
2	Defining a marketing Objective
	● Introduction to AIDA ● A.I.D.A Funnel: Awareness Stage

	● A.I.D.A Funnel: Interest Stage ● A.I.D.A Funnel: Desire Stage ● A.I.D.A Funnel: Action Stage
3	Target Audience & Persona Creation
	● Positioning Your Brand ● Brand Personality ● Who Is Your Target Audience ● Introduction To Buyer Personas ● Buyer Persona ● Research ● Buyer Persona Templates
4	Content Creation & Publishing
	● Content Marketing Formats: Content Buckets, Calendar & Ideation ● Content Writing Tips ● Where To Post Written Content ● Where To Post Audio & Visual Content ● Collaborative Content Marketing

Reference Books:

- The Elements of Content Strategy - Erin Kissane
- Content Strategy at Work - Margot Bloomstein
- Master Content Strategy - Pamela Wilson
- Epic Content Marketing - Joe Pulizzi



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Syllabus for BBA Admission Batch 2025

Subject Name: Indian System of Health and Wellness

Credit: 2

Lecture Hrs: 20

Subject Code: BBADB381

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

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

COURSE OUTCOMES:

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

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

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Module 1 Introduction to Health & Wellness	• Definition of Health • Importance of health in everyday life • Components of health – physical, social, mental, spiritual and its relevance • Concept of wellness • Mental health and wellness • Determinants of health behaviour	K. Park. Park's Textbook of Preventive and Social Medicine, Banarasidas Bhanot Publishers	International Academia: Healthy Cities: Assessing Health Impacts of Policies and Plans Urban Studies and Planning MIT OpenCourseWare Industry Mapping: Industry Lecture	5	NA
2	Module 2 Mind Body and Well-Being	• Indian Health Reforms • Mind body connection in health concept and relation • Implications of mind-body connection • Wellbeing – why it matters? • Digital wellbeing	K. Park. Park's Textbook of Preventive and Social Medicine, Banarasidas Bhanot Publishers	International Academia: Disease and Health: Culture, Society, and Ethics Anthropology MIT OpenCourseWare Industry Mapping:	5	NA

				Industry Lecture		
3	Module 3 Deficiency & Diseases	● Malnutrition, under nutrition and over nutrition ● Body system and common diseases ● Sedentary lifestyle and risk of disease ● Modern lifestyle and associated health risks	Linda Branon, John A. Updegraff, Jess Feist. Health Psychology: An Introduction to Behaviour and Health, Cengage	International Standards: Disease and Health: Culture, Society, and Ethics MIT OpenCourseWare Industry Mapping: Industry Lecture	5	NA
4	Module 4 Indian system of well being	● Health beliefs of India ● Health systems in India – AYUSH. ● Perspective of indigenous people towards health ● Happiness and well-being in India	Linda Branon, John A. Updegraff, Jess Feist. Health Psychology: An Introduction to Behaviour and Health, Cengage	International Standards: Industry Mapping: Industry Lecture	5	NA

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

TextBook:

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

Reference Book:

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

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

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

Lesson Plan

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

5	Mental health and wellness
6	Determinants of health behaviour
7	Indian Health Reforms
8	Mind body connection in health concept and relation
9	Implications of mind-body connection
10	Wellbeing – why it matters?
11	Digital wellbeing
12	Demo on yoga – ancient form of health and wellness
13	Malnutrition, under nutrition and over nutrition
14	Body system and common diseases
15	Sedentary lifestyle and risk of disease
16	Modern lifestyle and associated health risks
17	Health beliefs of India
18	Health systems in India – AYUSH
19	Perspective of indigenous people towards health
20	Happiness and well-being in India
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Syllabus for BBA Admission Batch 2024

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

Subject Code: BBADB382

[Study Material](#)

[Stanford Opencourseware](#)

NPTEL

LinkedIn Learning

COURSE OBJECTIVES:

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

COURSE OUTCOMES:

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

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

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

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

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

CO-3	3	2	3	3	NA	NA	2	NA
CO-4	3	NA	3	3	2	NA	NA	2

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

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

TEXTBOOK:

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

Lesson Plan

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

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



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Syllabus for BBA Admission Batch 2025

Subject Name: Innovation & Entrepreneurship **Credit:** 2 **Lecture**
Hours: 20 **Subject Code:** BBADB383

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COURSE OBJECTIVES:

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

COURSE OUTCOMES:

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

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

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	The Entrepreneurial Mindset & Problem Discovery	1.1 Basics of Innovation Defining Innovation and its role in the startup ecosystem. The link between Entrepreneurial mindset and career possibilities. 1.2 Problem Identification - Macro Industry-Problem perspective. - Developing a "Passion CV." - Scoping problems with high user impact. 1.3 Customer Discovery & Empathy	<i>Global Online NEN Platform (LMS):</i> https://web.nen.wfglobal.org/en/login	<i>International Academia:</i> https://web.nen.wfglobal.org/en/login <i>Industry Mapping: Problem Identification, Customer Persona, Industry Disruption</i>	5	LMS Platform: https://web.nen.wfglobal.org/en/login

		- Customer Segmentation: Who is at the center of the business? - Developing initial Customer Personas.				
2	Solution Validation & Market Mapping	2.1 Customer Needs Validation - Crafting and conducting Customer Interviews. - Analyzing JTBD (Jobs To Be Done). - The Pivot: Refining the problem based on insights. 2.2 Opportunity Mapping - Solution Idea Generation: Brainstorming and narrowing down. - Market Analysis: Estimating TAM (Total Addressable Market). 2.3 Competitive Intelligence - Distinguishing competitor types. - Identifying USP (Unique Selling Proposition) and long-term advantage.	<i>Global Online NEN Platform (LMS):</i> https://web.nen.wfglobal.org/en/login	<i>International Academia:</i> https://web.nen.wfglobal.org/en/login <i>Industry Mapping: Product-Market Fit (PMF), TAM/SAM/SOM, JTBD, Competitive Advantage</i>	5	LMS Platform: https://web.nen.wfglobal.org/en/login
3	Product Development & Business Modelling	3.1 Prototyping & MVP - Difference between Prototype and MVP (Minimum Viable Product). - Low-fidelity prototyping techniques for user	<i>Global Online NEN Platform (LMS):</i> https://web.nen.wfglobal.org/en/login	<i>International Standards:</i> https://web.nen.wfglobal.org/en/login	5	LMS Platform: https://web.nen.wfglobal.org/en/login

		feedback. 3.2 The Lean Business Model - Building and iterating the Lean Canvas. - Revenue Models: Exploring and selecting how the venture makes money. - Pricing Strategies: Impact on competitive advantage. 3.3 Go-to-Market (GTM) Strategy - Integrating Marketing and Sales. - Optimizing the Marketing Mix (Digital vs. Traditional).		Industry Mapping: Minimum Viable Product (MVP), Lean Canvas, GTM (Go-To-Market) Strategy, SaaS/Revenue Streams		
4	Financial Viability & Venture Readiness	4.1 Financial Management - Identifying Startup Costs and calculating Break-Even Points. - Building 1-year financial projections. - Exploring funding options (Bootstrapping, Angel, etc.). 4.2 Team & Talent Requirements - Identifying co-founder attributes and talent needs. - The role of Mentors in the early stage. 4.3 Pitch Readiness & Feasibility - Persuasive Storytelling: Creating a compelling	Global Online NEN Platform (LMS): https://web.nen.wfglobal.org/en/login	International Standards: https://web.nen.wfglobal.org/en/login Industry Mapping: Burn Rate, Break-Even Point (BEP), Bootstrapping, Elevator Pitch	5	LMS Platform: https://web.nen.wfglobal.org/en/login

		narrative. - Ingredients of a Pitch Deck. - Final Venture Feasibility Presentation.				
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**Submitted by Prof. Joysri Datta & Prof. Suchana Roy, IEM Saltlake Campus, Kolkata, India*

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

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

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

Lesson Plan:

Module 1: The Entrepreneurial Mindset & Problem Discovery

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

Module 2: Solution Validation & Market Mapping

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

Module 3: Product Development & Business Modelling

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

Module 4: Financial Viability & Venture Readiness

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



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Syllabus for BBA Admission Batch 2024

Subject Name: Negotiation Skills

Credit: 1

Lecture Hours: 25

Subject Code: BBADB384

Pre-requisite: Basic communication skill

COURSE OBJECTIVES:

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

COURSE OUTCOMES:

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

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

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

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

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1.	Negotiation Booster Primer, covering BATNA, ZOPA	- Ego-tiation is the New Negotiation - Prime Yourself for Success; Opening Offer: The Anchoring Effect - On Alternatives: We Won the Lottery! - Manage Perception to Win Negotiation - The Three-Dimensional (3D) Perception Model ;Impression Management	Negotiation Booster The Ultimate Self-Empowerment Guide to High Guide to High-Impact Negotiations	Industry Mapping: <i>Perception Management, Impression Management. Perceptipn model</i>	5	

2	Negotiation Booster Primer, Part 2	• The Attribution Trap; On Profiling: Do Not Use a Gun for a Mosquito; Choose the Right Strategy How to Impact Behavior: The Feel–Think–Act Trio; • On Listening: The Ego Whisperer; Two-Dimensional Listening; On Creating a Bond: Tell Me a Story; • Beyond Mars and Venus: Gender and Negotiations; Chapter 15 The Impact of • Culture on Negotiation; Virtual Negotiation; Negotiation is a Mirror ; Negotiation Booster	Negotiation Booster The Ultimate Self-Empowerment Guide to High-Impact Negotiations	Industry Mapping: <i>Attribution Trap, Do Not Use a Gun for a Mosquito, The Feel–Think–Act Trio, Gender and Negotiations, Negotiation Booster</i>	5	
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3	Psychology and Neuroscience of Negotiations	- When Rationality fails: Biases of the mind; When rationality fails Biases of the Heart; - Negotiating rationality in an Irrational World. ***Neuroscience of Negotiations.	Negotiation Booster The Ultimate Self-Empowerment Guide to High Guide to High-Impact Negotiations	Industry Mapping: <i>Biases of the mind, Biases of the Heart, Negotiating rationality in an Irrational World</i>	5	
4	Negotiating in the real world	- Blind spots and Negotiations; Confronting Lies and Deception; Recognizing and - Resolving ethical dilemmas; Negotiating from a position of weakness; When - Negotiations get ugly; When not to negotiate	Negotiation Booster The Ultimate Self-Empowerment Guide to High Guide to High-Impact Negotiations	Industry Mapping: <i>Blind spots and Negotiations, When not to negotiate, Resolving ethical dilemmas</i>	5	

TEXTBOOK:

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

Business expert Press

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

REFERENCE BOOK:

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



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Syllabus for BBA Admission Batch 2025

Subject Name: Digital Readiness in Business

Credit: 2

Lecture Hours: 20

Subject Code: BBADB385

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COURSE OBJECTIVES:

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

COURSE OUTCOMES:

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

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

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Module 1	Digital Business Foundations - Digital transformation and its impact - Traditional vs digital business models - Platform-based business models - Overview of cloud computing, AI, and automation - Role of digitalization across business functions	<i>A modern Playbook of Digital Transformation. Amitabh Mishra, Ashish Ranjan. Atlantic Publishers.</i>	<i>International Academia:</i> https://ocw.mit.edu/courses/15-571-generating-business-value-from-information-technology-spring-2009/ <i>Industry Mapping:</i> Amazon, Uber, Netflix digital models	5	Case Study: https://www.acte.in/case-studies-on-digital-marketing#CaseStudy4

2	Module 2	Data-Driven Decision Making in Business • Role and types of data in business • Business analytics concepts • KPIs and performance measurement • Dashboards and reporting concepts • Data interpretation for decision-making • Overview of digital tools (conceptual understanding only)	Digital Marketing. Seema Gupta. Tata McGraw Hill.	International Academia: https://ocw.mit.edu/courses/15-s08-fintech-shaping-the-financial-world-spring-2020/ Industry Mapping: Data-driven decision-making in Google, Flipkart	5	Case Study: https://www.analyst-journey.com/post/data-driven-decision-making-case-studies-insights-from-real-world-examples
3	Module 3	Digital Marketing & Customer Strategy • Digital marketing fundamentals • Social media strategy and branding • Basics of SEO and online advertising • Customer journey and digital touch points • CRM and personalization	Digital Marketing. Seema Gupta. Tata McGraw Hill.	International Standards: https://ocw.mit.edu/courses/15-835-entrepreneurial-marketing-spring-2002/pages/syllabus/ Industry Mapping: Zomato, Swiggy marketing strategies.	5	https://hbr.org/2004/11/crm-done-right

4	Module 4	Fintech & Digital Finance • Introduction to Fintech • Digital payment systems (UPI, wallets, banking apps) • Online banking and neo-banks • Blockchain and cryptocurrency basics • Digital lending and crowdfunding • Cybersecurity in financial transactions • Data privacy and regulatory issues	<i>Introduction to Fintech. Chandra hauns Chavan and Atul Patankar. Pearson Publications.</i>	<i>International Standards:</i> https://ocw.mit.edu/courses/15-483-consumer-finance-markets-product-design-and-fintech-spring-2018/download/ <i>Industry Mapping:</i> Paytm, Razorpay, digital banking systems.	5	Case Study: https://documents1.worldbank.org/curated/en/099420002142211027/pdf/P16768404eeaca0550a94c071433b7d8fea.pdf
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**Submitted by Prof (Dr.) Suchismita Paul and Prof. Kamalika Dasgupta, IEM Salt lake campus*

TextBook:

Reference Book:

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

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

Leading Digital – George Westerman and Didier Bonnet.

This is Marketing – Seth Godin.

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

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

Lesson Plan

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

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