

University of Engineering & Management, Jaipur



Syllabus Outline for BBA (Digital) Admission Batch-2026

Subject Code	Subject Name	Credit	Theory/Sessional
BBADB101	Fundamentals of Digital Business & Management	4	Theory
BBADB102	Business Communication-I	4	Theory
BBADB103	Financial Accounting	4	Theory
BBADB104	Business Statistics & Logic	4	Theory
BBADB105	Business Economics – I	4	Theory
BBADB181	Digital Business Landscape	2	Sessional
BBADB182	Indian Knowledge System	2	Sessional
BBADB183	Environmental Science & Sustainability	2	Sessional
BBADB184	Basic Excel	2	Sessional
BBADB185	Website Planning & Development	2	Sessional
TOTAL CREDITS		30	

List of Online Courses / Learning Pathway: BBA Admission batch 2026		
Students need to complete one course per subject		
Semester 1	BBADB101	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/business-management-workplace-behavior?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/managing-and-motivating-teams?source=search 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/fundamentals-of-business-management?source=search
	BBADB102	1. https://www.coursera.org/specializations/business-communication-for-the-modern-workplace 2. https://www.coursera.org/specializations/business-english 3. https://www.coursera.org/learn/wharton-communication-skills
	BBADB103	1. https://www.coursera.org/learn/wharton-accounting 2. https://www.coursera.org/learn/financial-accounting-basics 3. https://www.coursera.org/learn/financial-accounting
	BBADB104	1. https://www.coursera.org/learn/basic-statistics 2. https://www.coursera.org/learn/statistics-for-marketing 3. https://www.coursera.org/learn/stanford-statistics
	BBADB105	1. https://www.coursera.org/learn/microeconomics 2. https://www.coursera.org/learn/microeconomics-part1 3. https://www.coursera.org/learn/basics-economics
	BBADB181	1. https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce 2. https://www.coursera.org/learn/adobe-digital-marketing 3. https://www.coursera.org/learn/attract-and-engage-customers
	BBADB183	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/sustainability?source=search, 2. https://www.coursera.org/videos/environmental-science/PY0NW?utm_campaign=enterpriseComms.DR2u86VWT2mKgvjCPdUICQ.enterprise.learner_communication~enterpriseComms.DR2u86VWT2mKgvjCPdUICQ.enterpriseLearnerCommunicationTrigger~TIME!~QHLcgmkPEe-WGxK6TJdMeQ-h33l-32qEey-uhKqSrlV4Q&utm_medium=email&utm_source=other&source=search&query=Environmental%20Science%20%26%20Sustainability, 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/environmental-studies-odc?source=search
	BBADB184	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/specializations/everyday-excel?source=search, 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/projects/introduction-microsoft-excel?source=search, 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/excel-essentials?source=search
	BBADB185	1. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/website-builders-online-stores?source=search 2. https://www.coursera.org/specializations/seo 3. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/packt-wordpress-101-the-complete-guide-lgzu2?source=search

BBADB101: Fundamentals of Digital Business & Management

Course Objectives:

1. To familiarize the learners with the basic concepts of Business and the recent trends therein.
2. To help the learners gain understanding of the functions and responsibilities of managers in an organization.

Modules at a glance

Sr. No	Module	No of Lectures
1	Introduction to Business	15
2	Overview of Management	15
	Total	30

Course Outcomes:

CO1: Learners will be able to explain the various components of Business and analyze the recent trends.

CO2: Describe the various management theories since its evolution and state the roles, functions and key competencies of a manager in an organization

Reference Books:

- Principles of Management , Ramasamy , Himalaya Publication ,Mumbai
- Essentials of Management , Koontz II & W , Mc. Grew Hill , New York
- Principles of Management-Text and Cases –Dr..M.Sakthivel
Murugan, New Age Publications

Sr. No	Module
1	Introduction to Business
	● Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business. ● Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives. ● New Trends in Business: Impact of LPG, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies. ● Digital Business: Concept, Components, Benefits
2	Overview of Management
	● Management: Concept, Significance, Levels of Management, Role and Skills ● Concepts of PODSCORB, Management Process, Functions of Manager, Qualities of a Good Manager. ● Evolution of Management Thoughts – Scientific School of Thought – F.W.Taylor, Hawthorne Experiments, Classical School of Thought – Henri Fayol, ● Modern Approach to Management – Quantitative Approach, Systems Approach, Contingency Approach



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



Syllabus for BBA Admission Batch 2026

Subject Name: Business Communication-I

Credit: 4

Lecture Hours:40

Subject Code: BBADB102

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. Students will learn to apply business communication theory to solve workplace communication issues.
2. Students will learn to demonstrate the communication skills required in the workplace.
3. Students will learn to manage resources effectively and efficiently in a professional context.
4. Students will learn to impart the correct practices of the strategies of effective business interactions.

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	Basics of Communication	• Role of Communication • Defining Communication, • Classification of Communication • Purpose of Communication • Elements of Communication, • Major Difficulties of Communication • Common problems in Two-way communication • Barriers to Communication • Conditions for Successful Communication, • Characteristics of Successful Communication, • Universal Elements in Communication	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter – 1	International Academia: MIT.Edu Industry Mapping: Communication Protocols, Content Strategy, Information Architecture	10	1. Case Study Module 1 B Com.pdf

2	Communication in Business Environment	• The process of communication: Linear concept, The Shannon-Weaver Model • The two way communication process • Conditions for successful communication • The seven C's of communication • Universal elements in communication	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter - 2	International Academia: MIT.Edu Industry Mapping: Signal Transmission Model, Interactive Communication Strategy, Communication Management Plan, Content Marketing Framework	10	2. Case Study Module 2 B Com.pdf
3	Writing Skills	• Applying for Jobs • Writing a CV • The relationship between a Resume and an Application Letter • The Resume of a Recent Graduate • Guidelines for preparing a good CV • Drafting an Application Letter • Business letter • Memo • Notice • Business Report	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter – 12	International Standards MIT.Edu Industry Mapping: Talent Acquisition Strategy, Personal Branding Narrative, Entry-Level Skills Profile, Data-Driven Analysis & Recommendations	10	3. Case Study Module 3 B Com.pdf

4	Communications for Effective Marketing	- Objectives of Marketing Communication, - Tools of Marketing Communication, - Some new Tools of Marketing Communication - Consumer, Industrial and Trade Marketing Communication, - Institutional and Corporate Marketing Communication, - Marketing Communication Continuum, - Integrated Marketing Communications	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter - 17	International Standards MIT.Edu Industry Marketing Campaign Goals Mapping, Marketing Mix Optimization, Emerging Marketing Channels, Target Audience Segmentation, Brand Reputation Management	10	4. Case Study Module 4 B Com.pdf
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**Submitted by Suchana Roy, IEM Saltlake campus, Amrita 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](#)

Reference Book:

1. [Effective Technical Communication|2nd Edition McGrawHill](#)
2. [Communication Skills 2E Paperback Sanjay Kumar Pushp Lata OXFORD HIGHER PUBLICATION](#)

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

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

Lesson Plan

Day	Topic
1	Role of Communication
2	Defining Communication & Purpose
3	Classification of Communication
4	Elements of Communication
5	Difficulties in Communication
6	Two-way Communication
7	Barriers to Communication
8	Overcoming Communication Barriers
9	Characteristics of Successful Communication
10	Presentation Skills in Business Communication
11	Case Study – Module 1
12	Communication Process Overview
13	Linear Model of Communication
14	Shannon-Weaver Model
15	Two-way Communication Process
16	Conditions for Successful Communication
17	Seven C's of Communication
18	Application of Seven C's
19	Universal Elements in Communication

20	Practical Exercise (Email/Conversation)
21	Non-verbal Communication (Body Language, Gestures, Eye Contact)
22	Case Study – Module 2
23	Introduction to Business Writing
24	Job Application Process
25	CV Writing
26	Resume vs Application Letter
27	Drafting Application Letter
28	Business Letter Writing
29	Memo & Notice Writing
30	Business Report Writing
31	Practical Writing Session
32	Listening Skills and Feedback Mechanism
33	Case Study – Module 3
34	Introduction to Marketing Communication
35	Objectives of Marketing Communication
36	Tools of Marketing Communication
37	New Marketing Communication Tools
38	Consumer vs Industrial Communication
39	Institutional & Corporate Communication
40	Case Study + Revision



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Syllabus for BBA Admission Batch 2026

Subject Name: Financial Accounting

Credit: 4

Lecture Hours: 40

Subject Code: BBADB103

Pre-requisite: Basic Knowledge on Need of Accounting

[Study Material](#)

[COURSERA](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To provide an understanding of application of various principles and practice of Accounting.
2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
3. To apply the knowledge of systematic maintenance of books of accounts to real life business.
4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.

COURSE OUTCOMES:

CO 1: Students will be able to comprehend the importance of accounting and its need in everyday life.

CO 2: Students will develop an understanding on determination of business income and importance double entry book keeping system.

CO 3: Students will be involved in the preparation of financial statements, and will be able to decipher results out of them.

CO 4: Students will be well aware of the functions, rules and regulations of the financial sector, along with developing an understanding on company accounts.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1.	Introduction to Financial Accountancy: Preparation of Journal and Ledger	• Nature of Accounting, GAAP and IFRS, Accounting Standards • Users of Accounting Information • Double Entry Book Keeping System • Accounting Cycle- Journal and Ledger • Cash Basis and Accrual Basis Accounting; Capital and Revenue Expenditure	Financial Accounting (A Basu, S Datta) Ch- 1	International Academia: MIT.Edu Industry Mapping: <i>Recording of transactions; recognizing credit and cash transactions</i>	10	Case Study on basic accounting
2	Trial Balance: Preparation, uses, limitations, suspense account	• Meaning of Trial Balance • Objectives of Trial Balance • Preparation of Trial Balance • Closing Stock and Trial Balance • Adjusted Trial Balance	Financial Accounting (A Basu, S Datta) Ch- 2	International Academia: MIT.Edu Industry Mapping: <i>Ensuring arithmetical accuracy of the books of accounts, help in audit.</i>	10	Case Study: The Wells Fargo Banking Scandal By: Luann J. Lynch, Cameron Cutro Link: https://hbsp.harvard.edu/product/U7267-PDF-ENG

3	Company Accounts	• Kinds of companies • Share Capital- Issue of Shares, allotment, calls and forfeiture. • Significance of Financial Statements • Green Accounting and Balance Sheet.	Financial Accounting II (Hanif Mukherjee) Section- 6	International Academia: MIT.Edu Industry Mapping: <i>Charging Depreciation (in connection to fixed assets)</i>	10	Case Study: Barclays and the LIBOR Scandal By: Clayton S. Rose and Aldo Sesia Link: https://www.hs-bi.ac.at/faculty/Pages/item.aspx?num=43888
4	Final Accounts of Trading Concerns	• Introduction • Users of Financial Statements • Limitations of Final Accounts • Preparation of Trading Account • Preparation of Profit and Loss Account • Preparation of Balance Sheet	Financial Accounting (A Basu, S Datta) Ch- 12	International Standards : MIT.Edu Industry Mapping: <i>Learning the need of preparing financial statements, ascertaining profitability.</i>	10	Developing comments on financial condition of companies from their annual reports, decision making on investments in companies, with the help of published annual reports.

***Submitted by Prof. Suchandra Bose, IEM Saltlake Campus ***

TEXTBOOK:

1. Financial Accounting by Prof. Amitabha Basu, Sibasish Dutta, TeeDee Publications. (Chapters: 1, 2, and 12)
2. Financial Accounting Vol. 2 by M Hanif and A Mukherjee, McGrawHill Publications (Segment 6- Company Accounts)

REFERENCE BOOK:

1. Financial Accounting I, Hanif Mukherjee, Tata McGraw Hill





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Syllabus for BBA Admission Batch 2026

Subject Name: Business Statistics & Logic

Credit: 4

Lecture Hours: 40

Subject Code: BBADB104

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. The course aims to enable the students to have a proper understanding of Statistical applications.
2. The course will help students to understand the use of statistical, graphical and algebraic techniques in Economics and Management.
3. The course is designed to give basic concept of descriptive statistics.
4. The course is designed to give basic concept Correlational & regression analysis.

COURSE OUTCOMES:

CO	Details
1	Ability to understand the concept of Statistics & its use.
2	Ability to understand the concept of univariate data analysis and measures of central tendency

3	Ability to apprehend necessity of dispersion and its different measures
4	Ability to understand data Skewness and correlational analysis

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. Introduction to Statistics; Collection, Editing and Presentation of Data: Primary Data and Secondary Data, Methods of Collection, Presentation of Data: Construction of a Table and the Different Components of a Table. 2. Introduction to Data Collection Ethics: Primary and Secondary collection methods; Questionnaire Building, Biases.	Managerial Statistics – S. Roychowdhury & D. Bhattachaya, U.N.Dhur Publication Chapter – 1,2	<i>International Academia:</i> MIT OpenCourse <i>Industry Mapping:</i> Concept of statistics & its importance	12	Case study on Statistical study & report writing

2	Module 2	1. Frequency Distributions- Attribute and variable; Frequency distribution of an attribute; Discrete and continuous variables; Frequency distributions of discrete and continuous variables. Different diagrammatic representation of a frequency distribution: 2. Measures of Central Tendency- Introduction, Definition and utility; Different measures of average; Arithmetic Mean; Results on Arithmetic Mean; Merits and Demerits of Arithmetic Mean; Median; Mode; Other positional measures.	<u>Managerial Statistics – S. Roychowdhury & D. Bhattachaya, U.N.Dhur Publication</u> Chapter – 3,4	International Academia: MITOpenCourse Industry Mapping: Concept of central tendency & application	12	Calculating Central tendency for different dataset
3	Module 3	1. Introduction to Measures of Dispersion- Introduction; Meaning and objective of dispersion; 2. Different measures of dispersion – Range, Quartile deviation, Mean deviation, Mean Absolute deviation, Standard deviation.	<u>Managerial Statistics – S. Roychowdhury & D. Bhattachaya, U.N.Dhur Publication</u> Chapter – 5 (Upto 5.6)	International Standards: MITOpenCourse Industry Mapping: Concept of dispersion & application	12	Calculating dispersion for different dataset

4	Module 4	1. Moments, Skewness and Kurtosis: Moments: Different Ways to Calculate Moments. Skewness: Measures of Skewness, Kurtosis and its Measures. 2. Introduction to Bivariate Data Analysis: Concept of Bivariate Data, Concept of Correlation, Calculation of Correlation Coefficient.	Managerial Statistics – S. Roychowdhury & D. Bhattachaya, U.N.Dhur Publication Chapter – 6,7(upto 7.4)	International Standards: MITOpenCourse Industry Mapping: Concept of shape of data and its interpretation	12	Understanding data Skewness.
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**Submitted by Sreeparna Guha, IEM Saltlake campus*

TEXTBOOK:

1. [Managerial Statistics – S. Roychowdhury & D. Bhattachaya, U.N.Dhur Publication](#)

Reference Book:

[Business Mathematics and Statistics – Ranajit Dhar, Dishari Prakashani.](#)

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

Lesson Plan

Day	Topic
1	Introduction to Statistics – Meaning, scope and importance of statistics
2	Types of Data – Primary Data and Secondary Data
3	Methods of Data Collection – Surveys, observation, interviews
4	Methods of Data Collection (continued) with examples
5	Editing and preparation of collected data
6	Presentation of Data – Introduction and importance
7	Construction of a Table and components of a statistical table
8	Introduction to Data Collection Ethics
9	Questionnaire Building and Biases in data collection
10	Revision and Practice Assessment – Module 1
11	Introduction to Frequency Distribution
12	Attribute and Variable; Types of Variables
13	Discrete and Continuous Variables
14	Frequency Distribution of Attributes
15	Frequency Distribution of Discrete Variables
16	Frequency Distribution of Continuous Variables
17	Diagrammatic Representation of Frequency Distribution
18	Measures of Central Tendency – Concept and utility
19	Arithmetic Mean – Definition, calculation, merits and demerits
20	Revision and Practice Assessment – Module 2
21	Median – Definition, calculation and interpretation
22	Mode and other positional measures
23	Introduction to Measures of Dispersion
24	Objectives and importance of dispersion
25	Range – Definition, calculation and applications
26	Quartile Deviation
27	Mean Deviation and Mean Absolute Deviation
28	Standard Deviation – Concept and formula
29	Practice problems on all dispersion measures
30	Revision and Practice Assessment – Module 3

31	Introduction to Moments
32	Different ways to calculate Moments
33	Skewness – Concept and interpretation
34	Measures of Skewness
35	Kurtosis – Meaning and types
36	Measures of Kurtosis
37	Introduction to Bivariate Data
38	Concept of Correlation
39	Calculation of Correlation Coefficient
40	Revision and Practice Assessment – Module 4



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Syllabus for BBA Admission Batch 2026

Subject Name: Business Economics – I

Credit: 4

Lecture Hours: 40

Subject Code: BBADB105

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To enable the students to understand fundamental concepts, terms and terminologies involved in Economics
2. Through the incorporation of case lets/case studies, familiarize the students with real economic scenarios.
3. To make students understand the different types of markets and its equilibrium level of price and quantity

COURSE OUTCOMES:

CO 1: Students would be able to understand the fundamental problems of a business economics and its solutions techniques. They also able to understand the driving force behind the change in market price of commodity and its elasticity of demand.

CO 2: Students would be able to understand the economies and diseconomies of scale in production and the different types of costs associated with the production process.

CO 3: Students would be able to understand the different types of markets and its equilibrium level of price and quantity determination process under perfect competition, monopoly, monopolistic competition and oligopoly market.

CO 4: Students would be able to understand the different types of factors of productions and their prices.

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 : Scarcity and Choice	a) Central problems of an economy: What to produce ,How to produce and For whom to produce . b) How to distribute output ? What provisions should be made for economic growth ? c) Subject matter of Microeconomics . d) choice and opportunity cost : Production Possibility Curve : The Law of increasing opportunity cost . e) Scarcity , Choice and Production Possibility Curve .	<i>Principle of Microeconomics</i> <i>HL Ahuja, S Chand</i> <i>Publication</i> <i>(Chapter: 1)</i>	<i>International Academia:</i> <i>Industry Mapping:</i> Business decision making.	5	Case Study
2	Module 2: Demand, Supply and Elasticities	a) The meaning of demand and quantity demanded b) the law of demand c) demand schedule and demand curve d) Ceteris Paribus assumption, Derivation of market demand curve. Reasons behind the operation of the law of demand. Why is demand curve downward sloping? Exceptions to the law of demand.	<i>Principle of Microeconomics</i> <i>HL Ahuja, S Chand</i> <i>Publication</i> <i>(Chapters : 5, 7)</i>	<i>International Academia:</i> https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video_galleries/lecture-videos/	10	Case Study

		e) Factors determining demand. Movement along a demand curve and (Extension and contraction in demand). Shift in demand curve (Increase and Decrease in demand). f) Demand function and Demand curve. g) Meaning of supply and supply function. Law of supply. Explanation of the law. h) Factors determining supply. Why is supply curve upward sloping? Assumptions of the law of supply. i) Movement along a supply curve versus Shift in supply curve. j) Exceptions to the law of supply. k) Competitive market equilibrium. l) Various concepts of Demand elasticity. Price elasticity of demand for different goods. Measurement of price elasticity of demand: Proportionate method and Total outlay method. m) Income elasticity of demand. Normal goods and Inferior goods. Cross elasticity of demand. Substitute goods and complementary goods. n) Elasticity of Supply Measurement by proportionate method. Numericals on elasticity of demand and elasticity of supply.		Industry Mapping: <i>Business decisions</i>		
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3	Module 3: Consumer Behaviour	a) The concept of utility. Total and Marginal Law of diminishing marginal utility. Explanation of the Law with assumptions. b) Concept of consumer's equilibrium. Determination of equilibrium in case of single commodity. Derivation of downward sloping demand curve with marginal utility analysis. c) Meaning of Consumer Surplus. Measurement of Consumer Surplus as an area under the demand curve.	Principle of Microeconomics <i>HL Ahuja, S Chand</i> Publication (Chapters: 9,10)	International Standards: https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video-galleries/lecture-videos/ Industry Mapping: Business decision making	5	Case Study
4	Module 4: Theory of Production	a) Production function, Law of Variable proportions. The stages of the law. Reasons behind the operation of the three stages of the law of Variable proportions. b) Concept of : Total product, Marginal product, Average product, Fixed factor, variable factor, Short run, Long run c) The stage of operation, Applicability of the Law of diminishing returns. Technological progress and diminishing returns.	Principle of Microeconomics <i>HL Ahuja, S Chand</i> Publication (Chapter: 17)	International Standards: https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video-galleries/lecture-videos/ Industry Mapping: Business decision and profit maximization	5	Case Study

5	Module 5: Cost of Production	a) The concepts of cost : Accounting cost and Economic costs. Opportunity cost, Sunk cost. b) Short run costs: Total fixed cost, Total variable cost, Average cost, Average fixed cost, Average variable cost, Marginal cost. Relationship between AVC and AP. Relationship between MC and MP of a variable factor. Relationship between ACA and MC curves.	Principle of Microeconomics HL Ahuja, S Chand Publication (Chapter: 20)	https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video-galleries/lecture-videos/ Industry Mapping: Cost and output decisions	5	Case Study
6	Module 6: Market Structure	a) Meaning of market. Classification of market structures. Perfect competition, Monopoly, Oligopoly, Monopolistic competition. Features of each kind of market. b) Concepts of Average revenue, Marginal revenue, Total revenue. Relationship between AR and MR curve in different types of market. c) The demand curve of a product facing a perfectly competitive firm. Meaning of Firm's equilibrium. d) Firm's equilibrium under Perfect Competition. Marginal revenue Marginal cost approach. e) Determination of equilibrium in a monopoly market. f) Sources or Reasons behind the formation of monopoly market.	Principle of Microeconomics HL Ahuja, S Chand Publication (Chapters: 21, 23,26, 27, 29,30)	International Standards https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video-galleries/lecture-videos/ Industry Mapping: Understanding different market structures and how different markets work	10	Case Study

		g) Meaning of Price Discrimination h) Degree of Price Discrimination i) The concept of imperfect competition j) Product differentiation and MC k) Characteristics of Oligopoly. Causes for the existence of Oligopoly market.				
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*Submitted by *Prof. Kamalika Dasgupta, Prof. Sukla Samajpati, Prof. Peu Das*, IEM Saltlake campus

TextBook: *Principle of Microeconomics, HL Ahuja, S Chand Publication*

Reference Book: NA

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

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

Lesson Plan

Day	Module	Topics	Learning Focus / Activities
1	Module 1	Central problems of an economy	Concept clarity + real-life examples
2	Module 1	What, How, For whom to produce	Case studies & discussion
3	Module 1	Distribution & economic growth	Short notes + examples
4	Module 1	Subject matter of Microeconomics	Theory + comparison with macro
5	Module 1	Choice & Opportunity Cost	Numerical examples
6	Module 1	PPC & Law of Increasing Opportunity Cost	Graph practice
7	Module 1	Scarcity, Choice & PPC	Revision + MCQs
8	Module 2	Meaning of demand & quantity demanded	Basic concepts + examples
9	Module 2	Law of demand	Explanation + real-life examples
10	Module 2	Demand schedule & demand curve	Graph drawing practice
11	Module 2	Ceteris Paribus & market demand curve	Derivation + logic building
12	Module 2	Reasons for downward sloping demand curve	Concept clarity
13	Module 2	Exceptions to law of demand	Case-based understanding
14	Module 2	Determinants of demand	Notes + examples
15	Module 2	Movement along demand curve	Extension & contraction (graphs)
16	Module 2	Shift in demand curve	Increase & decrease (graphs)
17	Module 2	Demand function	Practice questions
18	Module 2	Meaning & law of supply	Concept + examples
19	Module 2	Supply function & supply curve	Graph practice
20	Module 2	Determinants of supply	Notes + examples
21	Module 2	Movement along supply curve	Graph practice
22	Module 2	Shift in supply curve	Increase & decrease (graphs)
23	Module 2	Exceptions to law of supply	Real-life cases

24 Module 2 Market equilibrium	Graphs + numericals
25 Module 2 Price elasticity of demand (concept)	Theory + examples
26 Module 2 Measurement of PED	Proportionate & total outlay method
27 Module 2 Income & cross elasticity	Practice questions
28 Module 2 Elasticity of supply	Numericals + revision
29 Module 3 Utility concept	Theory + real-life examples
30 Module 3 Law of diminishing marginal utility	Diagram + assumptions
31 Module 3 Consumer equilibrium (single commodity)	Numericals + conditions
32 Module 3 Demand curve via MU analysis	Derivation + graphs
33 Module 3 Consumer surplus	Graph + numericals + revision
34 Module 4 Production function	Basic concepts + examples
35 Module 4 Law of variable proportions	Theory + assumptions
36 Module 4 Stages of production	Diagram + reasoning
37 Module 4 TP, MP, AP concepts	Numericals + relationships
38 Module 5 Cost concepts	Accounting vs Economic cost, Opportunity cost, Sunk cost
39 Module 5 Short-run costs & relationships	Graphs + numericals (MC, AVC, AC, AFC)
40 Module 6 Market structures & equilibrium	Final revision + key numericals + concept recap

BBADB181: Digital Business Landscape

Course Objectives:

1. To introduce students to the impact of digital marketing through relevant data points
2. To differentiate between various digital marketing platforms available and their role
3. To gain practical insights on why users spend time on these platforms and the kind of content popular on them.
4. To appreciate how digital and traditional marketing together build successful brands.

Modules at a glance

Sr. No	Module	No of Lectures
1	What is Marketing? Evolution of Marketing	15
2	Digital Marketing - Benefits & Key stats	15
3	Popular Components of Digital Marketing	15
4	Auditing Digital Marketing Presence	15
	Total	60

Course Outcomes:

CO1: The student will be able to quantify the number of users using key digital platforms

CO2: The student will be able to appreciate the role of social media, search, email and other forms of marketing in a campaign

CO3: The student will be able to start auditing a brand's digital presence through metrics such as Followers, Engagements and Engagement Rate

CO4: The student will be able to recognize the impact of digital and traditional marketing platforms in a brand's media mix

Reference Books:

- Buy Fundamentals of Digital Marketing by Pearson (Second Edition)
- Digital Marketing in an AI World - Frederick Vallaeys
- talkwalker.com/blog
- blog.hubspot.com
- neilpatel.com/blog

Sr. No	Module
1	What is Marketing?
	● Marketing Definition ● 4 P's of Marketing - Product :Concept and core benefits ○ Product Life Cycle - concept, stages and its influence on marketing

	- mix decisions ○ Price: Meaning, Pricing objectives, Pricing Strategies ○ Place: Need and importance of distribution, Factors influencing selection of distribution channel, manufacturer, wholesaler, retailer, carrying and forwarding agents, e-tailer ○ Promotion: Promotion Mix – Elements: Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations & Direct Marketing. Brief overview of each ● Recognizing product USPs ● Components of a promotion mix Evolution of Marketing ● History of marketing ● TV, Print, Outdoor, Radio ● Digital Marketing New age marketing forms through AR and AI
2	Digital Marketing - Benefits & Key stats
	● Digital Marketing Definition ● Internet usage and penetration in India ● Rural vs Urban India internet penetration Benefits of Digital Marketing: Cost effective, provides scale, real time marketing and real time reporting
3	Popular Components of Digital Marketing
	● Social Media Marketing, Search Engine Optimization, Search Engine Marketing, Website, Email, Influencer, Blogs, Online Reputation Management Popular Social Media Platforms and their reach
4	Auditing Digital Marketing Presence
	● Introduction to Similarweb.com and understanding the traffic that comes to a brand's website ● Introduction to Rival IQ and understanding the popularity of one social media asset in comparison to another Presenting an audit for a brand's digital presence



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University of Engineering & Management, Jaipur



Syllabus for BBA Admission Batch 2026

Subject Name: Indian Knowledge System

Credit: 2

Lecture Hours: 20

Subject Code: BBADB182

[Study Material](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. Creating awareness amongst the youths about the true history and rich culture of the country.
2. Promoting the youths to do research in the various fields of Bhāratīya knowledge system.
3. To help students understand the knowledge, art and creative practices, skills and values in the ancient Indian system.
4. To introduce the contribution from the ancient Indian system & tradition to modern science & Technology.

COURSE OUTCOMES:

CO	Details
1	Evaluate the Bhartiya philosophy of life derived from Shastras and analyze its implications for contemporary Bhartiya lifestyles, fostering a deeper understanding of the connection between spirituality and everyday life.

2	Understand the diverse paths of spirituality in Bhartiya culture, including Gyaan Marg, Bhakti Marg, Karm Marg, and Yog Marg, and recognize their significance in individual and collective spiritual growth
3	Demonstrate knowledge of various Indian knowledge systems, such as Ayurveda, Vedic sciences, Yoga, Vedanta, and Jyotish, and appreciate their contributions to human knowledge and well-being.
4	Analyse the Bhartiya wisdom related to life sciences, including physics, chemistry, and botany, as described in ancient texts, and understand their relevance and potential applications in contemporary scientific research

Module number	Topic	Sub-topics	Textbook as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Module 1: Introduction to the Indian Knowledge System	1. What is IKS? 2. Definition and scope of IKS 3. Why do we need IKS? 4. Indian Knowledge Traditions 5. Introduction to Vedas and Purāṇa 6. Indian Philosophical Foundations 7. Importance of IKS in modern education (NEP 2020 context) 8. Relevance of IKS Today	Chapter- 1,2,3,4 (Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022), “Introduction to Indian Knowledge System: Concepts and Applications”, PHI Learning Private Ltd. Delhi)	International Academia: https://www.ijrrjournal.com/IJRR_Vol.12_Issue.1_Jan2025/IJRR29.pdf Industry Mapping: 1. Application of ancient wisdom in modern management practices. 2. Understanding historical context	4	Case study analysis of a modern business applying principles from the Vedic corpus

				for contemporary leadership and decision making. 3. Incorporating holistic and ethical approaches derived from IKS in business strategies		
2	Module 2: Introduction to Indian Ancient Mathematics and Astronomy	1. Introduction to Indian Mathematics 2. Unique aspects of Indian Mathematics 3. Indian Mathematicians and their Contributions 4. Introduction to Indian astronomy 5. Indian contributions in astronomy 6. Astronomical Instruments (Yantras), Jantar Mantar of Rājā Jai Singh Sawai	Chapter 6 and 9 (Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022), “Introduction to Indian Knowledge System: Concepts and Applications”, PHI Learning Private Ltd. Delhi)	Industry Mapping: 1. Integration of ancient numerical systems in modern computing and data processing. 2. Application of historical measurement techniques in contemporary project management and logistics	4	Practical exercise in applying ancient measurement techniques to a real-world scenario in project Planning. Create a model of the Indian calendar system and compare it with the Gregorian calendar. Build a simple astronomical instrument inspired by the Jantar Mantar and demonstrate its use.

3	Module 3: Indian Science & Technology	1. Ancient Indian Metallurgy: metals and Metal working technology (Copper, Gold, Zinc, Mercury, Lead and Silver, Iron & Steel.) 2. Town & Planning 3. Architecture in India, Temple Architecture and Vastu Sastra 4. Promotion of cultural heritage through education and practice. 5. Approaches and strategies to the protection and conservation of environment	Chapter 12 Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022), “Introduction to Indian Knowledge System: Concepts and Applications”, PHI Learning Private Ltd. Delhi)	Industry Mapping: Indian architecture and metallurgy contribute to modern industries like construction, infrastructure, steel, and manufacturing, offering sustainable, efficient, and management-relevant insights for business applications.	4	Compare ancient vs modern metallurgy processes Identify industrial applications today Develop a sustainable urban planning model incorporating ancient Indian architectural techniques
4	Module 4: Indian Health, Wellness, and Psychology	1. Ayurveda: principles and branches 2. Yoga and mental well-being 3. Indian psychology and holistic health 4. Diet, lifestyle, and preventive healthcare 5. Balance between body, mind, and environment 6. Relevance in modern	Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022), “Introduction to Indian Knowledge	Industry Mapping: 1. Application of Ayurveda and Indian wellness practices in modern healthcare and lifestyle industries. 2. Utilizing Indian psychological Frameworks in corporate wellness	4	Design a daily wellness regimen based on Ayurveda principles for a corporate environment.

		stress management and corporate life				
5	Module 5: Indian Governance, Administration and Management Systems	1. Foundations of Indian Governance 2. Insights from Arthashastra 3. Indian Management Principles 4. Leadership and decision-making in IKS 5. Ethical Governance and Business Practices 6. Relevance to Modern Management	Kautilya (2013). The Arthashastra (L. N. Rangarajan, Trans.). Penguin Books.	Industry Mapping: Indian governance, administration, and management systems provide a foundation for modern public administration, corporate governance, ethical business practices, and strategic management across industries.	4	Ethical Decision-Making Simulation Objective: Apply Dharma-based ethics in management Activity: Given a business dilemma Solve using: Dharma principles Trusteeship concept of Mahatma Gandhi

Submitted by **Mouli Purkait, IEM Saltlake campus*

TextBook:

Kautilya (2013). The Arthashastra (L. N. Rangarajan, Trans.). Penguin Books.

Mahadevan, B., Bhat, V. R., & Pavana, N. (2022). Introduction to Indian knowledge system: Concepts and applications. PHI Learning Pvt. Ltd.

Reference Book:

M. Hiriyanna. Essentials of Indian Philosophy. London: Diane Publications, 1985.

Swami BB Vishnu, Vedic Science and History - Ancient Indian's Contribution to the Modern

World, gosai publication, 2015

Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.

Lesson Plan

Day	Topic
1	What is Indian Knowledge System?
2	Definition and scope of IKS Why do we need IKS?
3	Indian Knowledge Traditions Introduction to Vedas and Purāṇa
4	Importance of IKS in modern education (NEP 2020 context) Relevance of IKS Today
5	Introduction to Indian Mathematics and unique aspects of Indian Mathematics
6	Indian Mathematicians and their Contributions
7	Introduction to Indian astronomy and Indian contributions in astronomy
8	Astronomical Instruments (Yantras), Jantar Mantar of Rājā Jai Singh Sawai
9	Ancient Indian Metallurgy
10	Town & Planning and architecture in India, Temple Architecture and Vastu Sastra and promotion of cultural heritage
11	Approaches and strategies to the protection and conservation of environment
12	Ayurveda: principles and branches Yoga and mental well-being
13	Indian psychology and holistic health Diet, lifestyle, and preventive healthcare
14	Balance between body, mind, and environment Relevance in modern stress management and corporate life
15	Foundations of Indian Governance
16	Insights from Arthashastra

17	Indian Management Principles
18	Leadership and decision-making in IKS
19	Ethical Governance and Business Practices
20	Relevance to Modern Management



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Syllabus for BBA Admission Batch 2026

Subject Name: Environmental Science & Sustainability

Credit: 2

Lecture Hours: 20

Subject Code: BBADB183

Pre-requisite: Basic Knowledge of Environmental Science

[Study Material](#)

[Coursera](#)

[MIT OpenCourseWare](#)

[LinkedIn Learning](#)

[NPTEL](#)

COURSE OBJECTIVES:

1. To introduce the basic concepts of environment, ecosystems and biodiversity and emphasize on the biodiversity of India and its conservation.
2. To impart knowledge on the causes, effects and control or prevention measures of environmental pollution and natural disasters.
3. To facilitate the understanding of global and Indian scenario of renewable and nonrenewable resources, causes of their degradation and measures to preserve them.

4. To familiarize the concept of sustainable development goals and appreciate the interdependence of economic and social aspects of sustainability, recognize and analyze climate changes, concept of carbon credit and the challenges of environmental management.

COURSE OUTCOMES:

CO 1: Students will be able to understand the concepts of Environment and Sustainable Development

CO 2: Students will develop an informed ethical perspective on issues of sustainability.

CO 3: Students will be able to explain and evaluate current challenges to sustainability, including modern world social, environmental, and economic structures and crises.

CO 4: Students will be able to evaluate individual, local, and global dimensions of social, environmental, and economic responsibility.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Assignment
1.	ENVIRONMENT AND BIODIVERSITY	Definition, scope and importance of environment – need for public awareness. Eco-system and Energy flow– ecological succession. Types of biodiversity: genetic, species and ecosystem diversity– values of biodiversity, India as a mega-diversity nation – hot-spots of biodiversity – threats to biodiversity: habitat loss, poaching of	Kaushik, Anubha, and C. P. Kaushik. <i>Perspectives in environmental studies</i> .	International Academia: MIT OpenCourseWare Industry Mapping: To recognize and understand the functions of	5	Case study on Indian Biodiversity Case link – A Case Study from the Western Ghats Biodiversity Hotspot, India Tropical

		wildlife, man-wildlife conflicts – endangered and endemic species of India	New Age International, 2 nd Edition, Chapter 3,4	environment, ecosystems and biodiversity and their conservation.. AICTE curriculum : https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		Restoration Library , Yale University
2	ENVIRONMENTAL POLLUTION	Causes, Effects and Preventive measures of Water, Soil, Air and Noise Pollutions. Solid, Hazardous and E-Waste management	Kaushik, Anubha, and C. P. Kaushik. <i>Perspectives in environmental studies</i> . New Age International, 2 nd Edition, chapter - 5	International Academia: MIT OpenCourseWare Industry Mapping: <i>To identify the causes, effects of environmental pollution and natural disasters and contribute to the preventive measures</i>	5	Case study on environmental pollution CASE STUDY OF AIR POLLUTION IN RAJASTHAN

				<i>in the society.</i> AICTE curriculum : https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		
3	RENEWABLE SOURCES OF ENERGY	Energy management and conservation, New Energy Sources: Need of new sources. Different types new energy sources.	Kaushik, Anubha, and C. P. Kaushik. <i>Perspectives in environmental studies. New Age International, 2nd Edition, chapter - 2</i>	International Standards: MIT OpenCourseWare Industry Mapping: <i>To identify and apply the understanding of renewable and non-renewable resources and contribute to the sustainable measures to preserve them for future generations.</i> AICTE curriculum :	5	Case study on renewable energy Case Title- Solar Power in Sunderbans (Source : Renewable Energy in Remote India: Case Studies Fenice Energy)

				https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		
4	SUSTAINABILITY AND DEVELOPMENT	Development , GDP ,Sustainability-concept, needs and challenges-economic, social and aspects of sustainability-from unsustainability to sustainability-millennium development goals, and protocols- Sustainable Development Goals-targets, indicators and intervention areas Climate change- Global, Regional and local environmental issues and possible solutions-case studies. Concept of Carbon Credit, Carbon Footprint	Kaushik, Anubha, and C. P. Kaushik. <i>Perspectives in environmental studies. New Age International, 2nd Edition, chapter - 6</i>	<i>International Standards</i> MIT OpenCourseWare <i>Industry Mapping:</i> <i>To recognize the different goals of sustainable development and apply them for suitable technological advancement and societal development.</i>	5	Case study on sustainable development Case Title- Mysore : a sustainable city (Source A Case Study On Mysore- A Sustainable City - Earth5R)

				AICTE curriculum : https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		
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***Submitted by Prof. Kamalika Dasgupta, IEM Saltlake Campus**

TEXTBOOK:

1. Kaushik, Anubha, and C. P. Kaushik. *Perspectives in environmental studies*. New Age International, 2nd Edition (Chapters: 2,3,4,5,6)

REFERENCE BOOK:

1. Mackenthun, K.M., Basic Concepts in Environmental Management, Lewis Publication, London, 1998.

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

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

Lesson Plan

Day	Topic	Sub-topics	Learning Focus / Activities
1	Environment	Definition of environment	Basic understanding + examples
2	Environment	Scope of environment	Notes + discussion
3	Environment	Importance of environment	Real-life relevance
4	Environment	Need for public awareness	Case studies
5	Environment	Revision (Day 1–4)	Short notes + MCQs
6	Ecosystem	Definition & structure	Biotic and abiotic components
7	Ecosystem	Functions of ecosystem	Interaction and balance
8	Ecosystem	Types of ecosystems	Forest, desert, aquatic
9	Ecosystem	Energy flow	Food chain and food web
10	Ecosystem	Ecological pyramids	Diagram practice
11	Ecosystem	Revision	Diagrams + short questions
12	Ecological Succession	Definition	Basic concept
13	Ecological Succession	Types	Primary and secondary
14	Ecological Succession	Stages	Seral stages (flowchart)
15	Ecological Succession	Examples	Case-based learning
16	Ecological Succession	Revision	Practice questions
17	Biodiversity	Definition	Concept and importance
18	Biodiversity	Genetic diversity	Explanation + examples
19	Biodiversity	Species diversity	Explanation + examples
20	Biodiversity	Ecosystem diversity	Explanation + examples
21	Biodiversity	Revision	Comparison + MCQs
22	Biodiversity	Values of biodiversity	Economic, ecological, ethical
23	Biodiversity	Direct & indirect values	Examples
24	Biodiversity	Social & aesthetic values	Case studies
25	Biodiversity	Revision	Notes + MCQs
26	India Biodiversity	Mega-diversity nation	Key facts
27	India Biodiversity	Biodiversity hotspots	Concept
28	India Biodiversity	Major hotspots	Map practice

Day	Topic	Sub-topics	Learning Focus / Activities
29	India Biodiversity	Importance of hotspots	Analysis
30	India Biodiversity	Revision	Map + questions
31	Threats to Biodiversity	Habitat loss	Causes + examples
32	Threats to Biodiversity	Poaching	Case studies
33	Threats to Biodiversity	Other threats	Pollution, climate change
34	Threats to Biodiversity	Impact of biodiversity loss	Effects on ecosystem
35	Threats to Biodiversity	Revision	Short & long answers
36	Full Syllabus	Complete revision	Quick recap
37	Practice	Previous year questions	Answer writing
38	Practice	Sample test	Self-evaluation
39	Improvement	Weak areas	Focused revision
40	Final Revision	All topics	Key points



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Syllabus for BBA Admission Batch 2026

Subject Name: BASIC EXCEL

Credit: 2

Lecture Hours: 20

Subject Code: BBADB184

Pre-requisite: Basic Knowledge of Excel

[Study Material](#)

[COURSERA](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. Equip learners to confidently navigate the interface, manage worksheets, input/edit data, and apply essential formatting.
2. Enable students to perform calculations and data analysis using functions like SUM, AVERAGE, IF, VLOOKUP, plus conditional formatting and data validation..

3. Teach effective data presentation through charts, PivotTables/PivotCharts, and interactive dashboards for clear reporting.
4. Introduce power features like Power Query for data cleaning , data analysis and data transformation

COURSE OUTCOMES:

CO 1: Students will gain proficiency in Excel fundamentals—navigating workbooks, entering/editing data, formatting cells/tables, and implementing core formulas (SUM, AVERAGE, IF) to solve real-world tasks.

CO 2: Students will be able to apply data analysis tools—such as conditional formatting, data validation, lookup functions (VLOOKUP/INDEX/MATCH), and charting—to create structured, insightful worksheets

CO 3: Students will develop skills in summarizing and visualizing information effectively using PivotTables, PivotCharts, and interactive dashboards with slicers and timelines.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1.	Fundamentals and Core Skills of Excel	Introduction to Excel Basics Excel UI: ribbon, workbooks, worksheets, navigation, selection Data entry, editing, autofill, cut/copy/paste, undo/redo Cell formatting: number types (number, currency, date), font, alignment, borders Column/row operations, inserting/deleting, row height/column width	1. Microsoft Excel 2019 Bible by Michael Alexander, Kusleika & Walkenbach 2.Excel 2019 All-in-One For Dummies by Greg Harvey 3.Excel Formulas & Functions For Dummies	<i>International Academia:</i> MIT.Edu	12	

2	Excel Formulas , Functions & Shortcut keys	Formulas & Functions: Introduction to formulas, arithmetic operators, relative vs absolute referencing Basic functions: SUM, AVERAGE, MIN/MAX, COUNT, COUNTA Shortcut keys: Basic Navigation & Editing keys , Formatting and formulas keys,top 10 shortcut keys	1. Microsoft Excel 2019 Bible by Michael Alexander, Kusleika & Walkenbach 2.Excel 2019 All-in-One For Dummies by Greg Harvey 3.Excel Formulas & Functions For Dummies by Ken Blattman	International Academia: MIT.Edu	10	

3.	Intermediate Techniques	Data Validation & Conditional Formatting – Data entry control: dropdowns, list validation, custom formulas Highlight rules, data bars, icons, custom conditions Text, Date & Lookup Functions Charts & Reporting Basics – Chart types: column, line, pie, bar; formatting & customization Dynamic visual analysis with charts, combos, secondary axes PivotTables & PivotCharts –Creating PivotTables; grouping, filters, slicers, PivotCharts				
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TEXTBOOK:

1. **Microsoft Excel 2019 Bible** by Michael Alexander, Kusleika & Walkenbach
2. **Excel 2019 All-in-One For Dummies** by Greg Harvey
3. **Excel Formulas & Functions For Dummies** by Ken Bluttma

BBADB185: Website Planning & Development

Course Objectives:

1. To help students understand the importance of a website for a business
2. To create a website which is secure and helps lead generation and conversion.

Modules at a glance

Sr. No	Module	No of Lectures
1	Planning your WordPress website	15
2	Managing & marketing your website	15
	Total	30

Course Outcomes:

CO1: The student will be skilled to build a website with the use of his/her design and coding knowledge

CO2: The student will be able to create a secure website which will help in lead generation and conversion

Reference Books:

- WordPress to go - Sarah McHarry
- WordPress: The Missing Manual - Matthew MacDonald
- Designing with Web Standards - Jeffrey Zeldman
- The complete Website Planning Guide - Darryl King

Sr. No	Module
1	Planning your WordPress website
	● Introduction to WordPress web development ● Importance of planning your website ● Various aspects of your websites that requires planning ● To gain knowledge on domain name, web hosting, server space & security ● Exploring WordPress dashboard in-depth ● Configure settings of your own WordPress website ● Discover additional WordPress maintenance tools ● Overview of the WordPress dashboard ● Choosing between WYSIWYG & Gutenberg editor ● How to customise your website
2	Managing & marketing your website
	● Learn why & how to get an SSL certificate ● Make your WordPress website secure using plugins ● Learn the importance of regular back-ups ● Learn how to optimise your website for search engines ● Find tips on website maintenance