

University of Engineering & Management, Jaipur



Syllabus Outline for BBA (Digital)

Admission Batch-2025/2026

Subject Code	Subject Name	Credit	Theory/Sessional
BBABB401	Entrepreneurship and Startup Ecosystem	4	Theory
BBABB402	Influencer & Email Mkt	4	Theory
BBABB403	Financial Management	4	Theory
BBABB404	Business Research Methods	4	Theory
BBABB405	Display & Video Mkt	4	Theory
BBABB482	Business Environment and Public Policy	2	Sessional
BBABB483	International Business	2	Sessional
TOTAL CREDITS		24	

List of Online Courses / Learning Pathway: BBA Admission batch 2025/2026		
Students need to complete one course per subject		
Semester 4	BBADB401	1. https://www.coursera.org/learn/entrepreneurship 2. https://www.coursera.org/learn/entrepreneurship-1 3. https://www.coursera.org/learn/entrepreneurial-thinking
	BBADB402	1. https://www.coursera.org/learn/influencer-marketing-strategy 2. https://www.coursera.org/learn/genai-for-social-media-and-influencer-marketing
	BBADB482	1. https://www.coursera.org/learn/global-business-environment 2. https://www.coursera.org/learn/using-public-policy-for-social-change 3. https://www.coursera.org/learn/law-governance-and-public-policy
	BBADB405	1. https://www.coursera.org/learn/operations-research-modeling 2. https://www.coursera.org/learn/operations-research-algorithms 3. https://www.coursera.org/learn/operations-research-theory
	BBADB404	1. https://www.coursera.org/specializations/social-science 2. https://www.coursera.org/professional-certificates/genai-and-research-skills-for-market-intelligence 3. https://www.coursera.org/learn/market-research-methodology-sampling
	BBADB483	1. https://www.linkedin.com/learning/international-business-foundations 2. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/international-business-context 3. https://www.coursera.org/learn/trade-and-investment-policies-for-development? 4. https://www.linkedin.com/learning/foreign-exchange-fundamentals



University of Engineering and Management

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



Syllabus for BBA Admission Batch 2024

Subject Name: Entrepreneurship and Startup Ecosystem

Credit: 4

Lecture Hours: 40

Subject Code: BBADB401

Pre-requisite: Knowledge of Basic Management Theories & Principles

Study Material

[COURSERA](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

- To understand the key terms, definitions, and concepts used in Entrepreneurship and Construct a wellstructured business plan
- To develop an understanding on the relevance of entrepreneurial mind set in entrepreneurship, so that a business opportunity can be identified and translateed it into a viable business model.
- To understand the basic tenents of developing entrepreneurship and building blocks of creating a venture
- To understand the nuances of operating a startup from scratch and explore the concept of Family Business and how is it different from Entrepreneurship

COURSE OUTCOMES:

- CO1: Students will be able to the key terms, definitions, and concepts used in Entrepreneurship and Construct a wellstructured business plan.
- CO2: Students will be able to understand the importance of entrepreneurial mind set to identify a business opportunity and translate it into a viable business model.
- CO3: Students will be able to understand the basic tenents of developing entrepreneurship and building blocks of creating a venture.
- CO4: Students will be able to understand the nuances of operating a startup – low budget marketing, stabilizing operations, build a team from scratch and scaling the business and explore the concept of Family Business and how is it different from Entrepreneurship

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1.	Understanding Entrepreneurship	• Entrepreneur – Meaning, Characteristics, Importance, Functions, Competencies or traits and Types, Advantages of becoming Entrepreneur • Entrepreneurship- Meaning, Classification, Factors influencing Entrepreneurship, Challenges before entrepreneurship, Theory of Effectuation, Entrepreneurship & Economic Development, Myths about entrepreneurship • Intrapreneurship • Role of Entrepreneurship in Economic Development –Start-ups	1. Entrepreneurship; 11Ed. by Hisrich, Peters, Shepherd & Sinha; McGraw Hill Chapters – 1, 2	International Academia: https://ocw.mit.edu/courses/15-351-managing-innovation-and-entrepreneurship-spring-2008/pages/syllabus/ AICTE-prescribed BBA syllabus: https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf	10	Case Title- Udaan–The Fastest Indian Unicorn Ref: Entrepreneurship by by Hisrich et.al.

2	Business opportunity & Entrepreneurial Mind-set	- Sources of business ideas and opportunity recognition - Guesstimating the market potential of a business idea - Feasibility analysis of the idea - Industry, competition and environment analysis - Motivation & Entrepreneurial Behavior, McClelland's theory of need for achievement - Risk-taking Behavior in Entrepreneurship - Innovation in Entrepreneurship, Joseph Schumpeter's Innovation theory	1. Entrepreneurship; 11Ed. by Hisrich, Peters, Shepherd & Sinha; McGraw Hill	International Academia: https://ocw.mit.edu/courses/15-351-managing-innovation-and-entrepreneurship-spring-2008/pages/syllabus/ AICTE-prescribed BBA syllabus: https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf	10	Case Title- Udaan–The Fastest Indian Unicorn Ref: Entrepreneurship by by Hisrich et.al.
3	Entrepreneurship Development & Building Blocks of starting ventures	- Entrepreneurship Development Process - Low cost Marketing using digital technologies - Team building from scratch - Establishing the value-chain and managing operations - Legal aspects like IPR and compliances	1. Entrepreneurship; 11Ed. by Hisrich, Peters, Shepherd & Sinha; McGraw Hill Chapters – 6, 9, 10	International Academia: https://ocw.mit.edu/courses/15-351-managing-innovation-and-entrepreneurship-spring-2008/pages/syllabus/ AICTE-prescribed BBA syllabus: https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf	10	Case Title- BYJU'S–The Edtech Unicorn Ref: Entrepreneurship by by Hisrich et.al.

4	Start-up Ecosystem & Family Business	- Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc. - Know various govt. schemes like Start-up India, Digital India, MSME etc. - Venture Funding, Sources of Venture Funding available in India - Source of Technology, Intellectual Property management - Knowing the characteristics of Family business with discussion on few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.	1. Entrepreneurship; 11Ed. by Hisrich, Peters, Shepherd & Sinha; McGraw Hill Chapters – 3	International Academia: https://ocw.mit.edu/courses/15-351-managing-innovation-and-entrepreneurship-spring-2008/pages/syllabus/ AICTE-prescribed BBA syllabus: https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf	10	Case Title- BYJU'S–The Edtech Unicorn Ref: Entrepreneurship by Hisrich et.al.
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***Submitted by Prof. (Dr.) Dibyendu Chattaraj and Prof. Joysri Datta, BBA Department, IEM Saltlake Campus ***

TEXTBOOK:

1. Entrepreneurship; 11Ed. by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd & Sabyasachi Sinha; McGraw Hill

REFERENCE BOOKS:

1. Startup India Learning Program by Start Up India available at www.startupindia.gov.in
2. Entrepreneurship, Rajeev Roy, Oxford University Press
3. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing
4. Family Business Management by Rajiv Agarwal, Sage Publishing
5. Anish Tiwari, “Mapping the Startup Ecosystem in India”, Economic & Political Weekly
6. Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series



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



Syllabus for BBA Admission Batch 2023

Subject Name: Influencer & Email marketing

Credit: 4

Lecture Hours: 40

Subject Code: BBADB402

Course Objectives:

1. To help students know the types of influencers and their abilities
2. To help students learn the various possibilities of collaborating with influencers and making the most of the partnership
3. To help students leverage the power of emails to run successful email marketing campaigns
4. To get students familiar with the email marketing tools they can use them to create, manage, and analyze these campaigns.

Modules at a glance

Sr. No	Module	No of Lectures
1	Types of Influencers and their key skills	15
2	Driving ROI through Influencer Collaborations	15
3	Email Marketing Tools & MailChimp	15
4	Campaign Planning	15

	Total	60
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Course Outcomes:

CO1: The student will be able to choose the right influencer for their marketing campaign

CO2: Student will be able to design strategies that make the most of the influencer's skill and drive ROI for client

CO3: Student will be able to run successful email marketing campaigns

CO4: Students will be able to use email marketing tools to create, manage, and analyze campaigns

Sr. No	Module
1	Types of Influencers and their key skills
	• Who is an Influencer? • Types of Influencers by number of followers ◦ Nano, Micro, Macro, Mega • Types of Influencers by Skills ◦ Fashion, Food, Beauty, Health, Mommy • Examples of how Influencers worked their way to becoming credible over a period of time
2	Driving ROI through Influencer Collaborations
	• Approaching influencers • Incentivising and compensating Influencers • Setting KPIs for influencer marketing campaigns • Decoding successful Influencer Marketing campaign strategies
3	Email Marketing Tools & MailChimp
	• Features of Good Email Marketing Tools

	● Choosing the right Email Marketing Service ● Basics of how to use MailChimp ● MailChimp features that give power to you ● Email Automation
4	Campaign Planning
	● Planning your Email Campaign ● Email Marketing Funnel ● Framing effective subject lines ● Design practices you should follow ● Analyzing and interpreting performance ● Strategizing campaigns based on data

Reference Books:

- Influencer Marketing for Brands - Aron Levin
- Influencer Marketing Strategy - Gordon Glenister
- Ultimate Guide to Email Marketing for Business- Susan Gunelius
- Holistic Email Marketing- Kath Pay



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Syllabus for BBA Admission Batch 2025

Subject Name: Financial Management

Credit: 4

Lecture Hours: 40

Subject Code: BBADB403

Pre-requisite: Basic concept of the term 'Finance'

[Study Material](#)

[COURSERA](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To apply the knowledge in taking finance decisions.
2. To develop analytical skills to identify financial management problems and solve them. To provide the students to analyze financial statements and develop course of action related to financial policies.
3. To analyse the relationship among capital structure, cost of capital, dividend decisions, and value of the business.
4. To assess a firm's requirement for long-term assets by applying capital budgeting techniques.

COURSE OUTCOMES:

CO 1: Summarize the motives behind financial decision making.

CO 2: Interpret the relevant theories and concepts of various practices of financial management and ethics in Finance.

CO 3: Analyze the relationship among capital structure, cost of capital, dividend decisions, and value of the business

CO 4: Evaluate projects for profitability

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 Management	• Meaning of finance and financial management, Types of finance, Objective and Scope of financial management– profit maximization and wealth maximization - merits and criticisms- Financial decisions, Internal relation of financial decisions, Factors influencing financial decisions, Functional areas of financial management, Functions of a finance manager. • Equity shares, Preference shares, Deferred shares, No par stock/shares • Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term and long term sources. Startup finance-Bootstrapping, Series Funding.	Financial Management by Kar Bagchi (Dey Book Concern) Ch- 1 & 2	International Academia: MIT.Edu Industry Mapping: <i>Exploring the role of a finance manager and different approaches that can be taken during financial decision making</i>	10	Case Study: Why Markets Panic When Democracy Spreads: Interview with Max Miller By Rachel Layne https://www.library.hbs.edu/working-knowledge/collections/finance-and-investing

2	Capital Structure and Capitalization	Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems	Financial Management by Kar Bagchi (Dey Book Concern) Ch- 4	International Academia: MIT.Edu Industry Mapping: <i>Consideration of different factors when taking decisions on capital structure.</i>	10	Case Study:The Wells Fargo Banking Scandal By: Luann J. Lynch, Cameron Cutro Link: https://hbsp.harvard.edu/product/UV7267-PDF-ENG
3	Cost of Capital and Working Capital Management	- Meaning of cost of capital, significance of cost of capital, components of cost of capital – Computation of Cost of capital and Weighted Average Cost of Capital, CAPM model. - Basic concept of Leverage - Meaning of working capital, types of working capital, working capital cycle, adequate working capital, determinants of working capital	Financial Management by Kar Bagchi (Dey Book Concern) Ch- 3 & 6	International Academia: MIT.Edu Industry Mapping: <i>Assessment of financial risk and optimizing capital structure.</i>	10	Case Study: Revlon India's Turnaround: Navigating Online-Offline Decisions Using a Balanced Scorecard By: Tatiana Sandino and Samuel Grad Link: https://hbr.org/case-selections

4	Capital Budgeting and Dividend Policy	• Meaning of Capital Budgeting, Importance, Need, Time value of money • NPV and IRR • Dividend policy-Meaning, • Kinds, Theories of dividend decisions, determinants of dividend policy decisions • SEBI Guidelines on Dividend Distribution	Financial Management by Kar Bagchi (Dey Book Concern) Ch- 7 & 8	International Standards : MIT.Edu Industry Mapping: <i>Evaluating investment opportunities, rate of return and making smarter financial decisions.</i>	10	Case Study: How fast do we want to run? By: Boris Groysberg and Sarah L. Abbott https://hbr.org/case-selections
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***Submitted by Prof. Suchandra Bose, IEM Saltlake Campus ***

TEXTBOOK:

1. Financial Management by Subrata Kar and Nimai Bagchi, Dey Book Concern (Chapters: 1, 2, 3, 4, 6, 7 and 8)

REFERENCE BOOK:

1. Financial Management by Khan and Jain, Tata Mc Graw Hill.





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

Syllabus for BBA Admission Batch 2024

Subject Name: Business Research Methods

Credit: 4 Lecture Hours: 40

Subject Code: BBADB404

Relevant Links:

Study Material: [BBA Research Methods Study Material.docx](#)

MIT Open Course Ware: [Lecture Videos](#) | [Statistics for Applications](#) | [Mathematics](#) | [MIT OpenCourseWare](#)

NPTEL: <https://onlinecourses.nptel.ac.in/>

LinkedIn Learning: [Statistics Foundations 1: The Basics Online Class](#) | [LinkedIn Learning, formerly Lynda.com](#)

Coursera: <https://www.coursera.org/learn/stanford-statistics>

Course Objectives:

1. To familiarize students with basic of research and the research process.
2. To help students in conducting research work and making research reports.
3. To identify various sources of information for literature review and data collection.
4. To write a research report and thesis & research proposal

Course Outcome:

CO 1: Ability to understand root notion and significance of Research methods & literature

CO 2: Understand different approaches of research & ethics

CO 3: Ability to learn Different Sampling Techniques

CO 4: Ability to learn & apply analysis techniques in research.

Modul es	Topic	Sub-topics	Mapping with Industryand International Academia	Text Book as per Syllabus	Total hours of teachi ng	Correspon ding Lab Assignmen t
M-I:	Research Methodolo gy: An Introductio n	Research Methodology: An Introduction: Meaning of Research, Objectives of Research, Types of research, Research approaches, Significance of Research, Research Methods vs Methodology, Research Scientific method, Research process, Criteria of good Research, Problems Encountered by Researchers in India	International Academia: Lecture Videos Statistics for Applications Mathematics MIT OpenCourseWare Industry Mapping: Conducting Business Research	Research Methodology: Methods And Techniques - C.R.Kothari, New Age International Publishers	6	Research Project

M-II:	1. Collection, Editing and Presentation of Data 2. Frequency Distribution	1. Collection, Editing and Presentation of Data: Introduction, Collection of Data, Scrutiny of data, Presentation of data, Textual Presentation of data, Tabular presentation of data, Diagrammatic representation of data 2. Frequency Distribution	<i>International Academia:</i> Lecture Videos Statistics for Applications MIT Mathematics MIT OpenCourseWare <i>Industry Mapping:</i> Collection of Data & Statistical Analysis	Managerial Statistics – S. Roychowhury and D. N Bhattacharya, U. Dhur & Sons Private Ltd		Data Collection And analysis
		Introduction, Classification of variables, Frequency distribution, frequency distribution of an attribute, Frequency distribution of a discrete variable, Frequency distribution of a continuous variable, Diagrammatic representation of a frequency distribution, Diagrammatic representation of a frequency distribution of an attribute, Diagrammatic representation of a frequency distribution of a discrete variable, Diagrammatic representation of a frequency distribution of a continuous variable, Bivariate and multivariate frequency distributions,				

M-III:	1.Measures of Central Tendency (upto 4.7)	1.Measures of Central Tendency: Introduction, Central Tendency, Arithmetic Mean, Results on Arithmetic Mean, Merits & Demerits of Arithmetic Mean, Geometric mean, Harmonic Mean, Median, Mode	International Academia: Lecture Videos Statistics for Applications Mathematics MIT OpenCourseWare	Managerial Statistics – S. Roychowhury and D. N Bhattacharya, U. Dhur & Sons Private Ltd		Data Collection and analysis
	2.Measures of Dispersion (upto 5.6)	2.Measures of Dispersion: Introduction, Dispersion, Range, Quartile Deviation, Mean Absolute Deviation, Variance and Standard Deviation,	Industry Mapping: Collection of Data & Statistical Analysis			
M-IV	Sampling Techniques and Sampling Distributions (up to 4.7)	Sampling Techniques and Sampling Distributions: Introduction, Advantages of Sampling over Census, Basic Terminology, Simple Random Sampling, Method of Drawing a Simple Random Sample, Sampling Distribution of Sample Mean, Sampling Distribution of Sample Proportion, Stratified Sampling, Systematic sampling, Cluster Sampling, Method of Drawing a Cluster Sample	International Academia: Lecture Videos Statistics for Applications Mathematics MIT OpenCourseWare Industry Mapping: Collection of Data & Statistical Analysis	Inferential Statistics- S. Roychowhury and D. Bhattacharya, U. N Dhur & Sons Private Ltd.	6	Data analysis

M-V	Test of Hypothesis (upto 6.5).	Test of Hypothesis: Introduction, Basic concepts and terminology, Steps of a statistical test, Test for population mean, Case of known population standard deviation, Case of unknown population	International Academia: Lecture Videos Statistics for Applications Mathematics MIT OpenCourseWare	Inferential Statistics- S. Roychowhury and D. Bhattacharya, U. N Dhur & Sons Private Ltd.	6	Data analysis
		standard deviation, Test for difference in means of two independent populations	Industry Mapping: Collection of Data & Statistical Analysis			
M-VI:	Correlation & Regression	Correlation & Regression: Introduction, Scatter Diagram, Covariance, Correlation, Regression, Rank Correlation, Multiple Regression	International Academia: Lecture Videos Statistics for Applications Mathematics MIT OpenCourseWare Industry Mapping: Collection of Data & Statistical Analysis	Managerial Statistics - S. Roychowhury and D. Bhattacharya, U. N Dhur & Sons Private Ltd	6	Data analysis

Recommended Text Books:

1. Kothari, C.R.: Research Methodology – Methods and Techniques, New Age International Ltd.
2. Managerial Statistics – S. Roychowhury and D. Bhattacharya, U. N Dhur & Sons Private Ltd.
3. Inferential Statistics– S. Roychowhury and D. Bhattacharya, U. N Dhur & Sons Private Ltd.



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Syllabus for BBA Admission Batch 2024 Subject

Name: Display & Video marketing

Credit: 4

Lecture

Hours: 40 Subject Code: BBADB405

Course Objectives:

1. To learn to create mass awareness online
2. To learn how to make shareable and 'viralable' content
3. To learn how to plan and structure a video-based piece of content
4. To learn how video marketing works on social media platforms like YouTube, Facebook & Instagram

Modules at a glance

Sr. No	Module	No of Lectures
1	Creating Awareness through Display Advertising	15
2	Finding your category & Scripting	15
3	Youtube Video Marketing	15
4	Facebook & Instagram Video Marketing	15
	Total	60

Course Outcomes:

CO1: The student will be able to strategize mass awareness campaigns through Display & Video Advertising

CO2: Students will be able to create content that is memorable and shareable

CO3: To learn how to plan, script, promote and optimize a video-based piece of content

CO4: To gain knowledge on how video marketing works on social media platforms like YouTube, Facebook & Instagram

Sr. No	Module
1	Creating Awareness through Display Advertising
	● Creating contextual banner Ads ● What makes a banner memorable and engaging ● Best practices for designing banner ads ● How do you measure success through Display Advertising
2	Finding your category & Scripting
	● Top categories on YouTube ● How to choose a category? ● Why is Scripting necessary? ● Top creators using the power of scripting ● Flow of the Script ● Key Elements like Introduction & Hook ● Key Elements like Body & Call-To-Action ● Experiments with Scripting ● Scripting for a Video Advertisement ● Attention Winning Advertisements
3	Youtube Video Marketing
	● Why YouTube? ● Introduction to basic video terms ● How to research for trends/competitors ● How to make a channel & upload a video ● YouTube Studio- Introduction & features

	• Managing your channel & uploads • YouTube SEO- Description, Tags & Key ranking factors • YouTube Ads • What's your Marketing Goal? • Ad Types & Objectives • Creating a Video Campaign • Google Ads Dashboard Demo • Storytelling & Reporting Measurements
4	Facebook & Instagram Video Marketing
	How to upload a Video? • Creator Studio Demo • FB Ads Manager • Creating a Video Campaign • Dashboard Demo • Reporting Measurements 1. Short Video Platforms • The history & aftermath • Instagram Reels • Other Short video apps 2. What Makes a Video Go Viral? • Thumbnails • Titles • Best practices • Discussing the best thumbnails & titles of various creators

Reference Books:

- Video Marketing Strategy: Harness the Power of Online Video to Drive Brand Growth- Jon Mowat
- Display Advertising: An Hour a Day - Corey Koberg and David Booth
- Video Script Writing - Jonathan Halls
- How to make a video go viral - Roopesh Deep RLJC



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Syllabus for BBA Admission Batch 2025

Subject Name: Business Environment and Public Policy

Credit: 2

Lecture Hours: 20

Subject Code: BBADB482

Pre-requisite: Nil

[Study Material](#)

[COURSERA](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. Give an orientation to the students with various aspects
2. To provide the students a deeper understanding of the environmental factors influencing Indian business organizations.
3. To provide the students a proper idea on public policies that will give students a grasp of the regulatory framework and government initiatives
4. To make the students understand the influence of public policy in shaping the business landscape in India.

COURSE OUTCOMES:

CO 1: Understand relationship between environment and business, different concepts & its implementation.

CO 2: Integration of business environment principles and strategies into domestic and international business.

CO 3: In-depth knowledge of public policies and reforms since independence

CO 4: Apply the knowledge to analyse the current situations and take prudent decisions.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1.	Framework of Business Environment, Global Framework	• Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment, Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment. • EPRG Framework, Liberalization, Privatization & Globalization concept & its impact on Indian Economy.	Essentials of Business Environment by K. Aswathappa (Himalaya Publishing House) Chapter- 1, 2 and parts of 3	International Academia: MIT.Edu Industry Mapping: <i>Better navigation, planning and understanding market trends</i>	5	Case Study: Singapore: "Facing Challenges Together" By Richard H.K. Vietor https://www.hbsp.harvard.edu/product/720036-PDF-ENG
2	Public Policies	• Background, Meaning and Importance of Public Policy. • Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy, FERA & FEMA. • Structural Adjustment Programs and Banking Sector Reforms in India	Essentials of Business Environment by K. Aswathappa (Himalaya Publishing House) Chapter- 6, 27	International Academia: MIT.Edu Industry Mapping: <i>Better idea on foreign exchange regulation, prevent misuse and better decision on foreign investments.</i>	5	Case Study: World Trade Organization By: David A. Moss, Nicholas Bartlett Link: https://www.hbsp.harvard.edu/product/703015-PDF-ENG

3	Problems and Challenges of Growth of Economy	• Unemployment, Poverty, Regional Imbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge and information. • Remedies to solve these problems, Challenges & Opportunities of Indian Business Environment.	Essentials of Business Environment by K. Aswathappa (Himalaya Publishing House) Chapter- 34	International Academia: MIT.Edu Industry Mapping: <i>Developing understanding of problems and proposing solutions.</i>	5	Case Study: The Greek Crisis: Tragedy or Opportunity? By: Dante Roscini, Jonathan Schlefer, Konstantinos Dimitriou Link: https://www.hbsp.harvard.edu/product/711088-PDF-ENG
4	Emerging Trends in Business	• Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. • Technological Growth and MNC's	Essentials of Business Environment by K. Aswathappa (Himalaya Publishing House) Chapter- 7	International Standards : MIT.Edu Industry Mapping: <i>Enhancing the ability to shape up and develop a business model and assess its relevance in modern day.</i>	5	Case Study: The Public-Private Partnership Hurdle Race: The Case of Delhi International Airport By: Prachee Javadekar, Gandhali Divekar, Girija Lagad, D.V.R. Seshadri https://www.hbsp.harvard.edu/product/ISB224-PDF-ENG

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

TEXTBOOK:

1. K. Aswathappa: Essentials of Business Environment, Himalaya Publishing House (Chapters: 1, 2, 3, 6, 7, 27 and 34)
2. Francis Cherunilam: Business Environment, Himalaya Publishing House.

REFERENCE BOOK:

- Namitha Gopal: Business Environment, McGraw Hill.



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Syllabus for BBA Admission Batch 2024

Subject Name: International Business

Credit: 2

Lecture Hours: 20

Subject Code:

BBADB483

Pre-requisite: Basic Knowledge of Management

[Study Material](#)

[Coursera](#)

[MIT Open Courseware](#)

[LinkedIn Learning](#)

[NPTEL](#)

COURSE OBJECTIVES:

1. To provide a thorough analysis of modern trade theory, trade policy, and its welfare implications.
2. To analyze trade models in depth in order to discuss the benefits and consequences of international trade and globalization.
3. To examine factor movements, imperfect markets, and the effect of trade on wages and income distribution.
4. To delve into international finance in order to discuss different exchange rate regimes, their effect on monetary/fiscal policy, and economic integration.

COURSE OUTCOMES:

CO 1: Students will learn the basic & fundamental concepts of International Trade and how gains from trade helps in the growth of global business environment.

CO 2: Students will be able to understand the barriers to trade and its impact on the welfare of the economy.

CO 3: Students will be able to develop the ability to critically evaluate different exchange rate regimes and foreign trade policies.

CO 4: Students will be able to understand roles of important international organisations such as WTO, UNCTAD, World Bank, ADB, IMF etc in the development of the global business environment.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Assignment
1.	Basis for Trade	Introduction to International Trade Overview of world trade, who trades with whom and why, trade as an engine of economic growth, gains from trade Basis for International Trade Absolute cost advantage theory by Adam Smith, Differences in labor productivity and comparative advantage – the	Ahuja, H. L. <i>Principle Of Micro Economics</i> . S. Chand Publication (22 nd Edition) ; Chapter No.	International Academia: MIT Open Courseware Industry Mapping: <i>Investigate why nations trade, what they trade, and who gains (or not) from</i>	4	Case study on comparative advantage Case Title – The case of Babe Ruth (Krugman, Obstfeld and Melitz ; International trade –

		Ricardian model	44	<i>this trade. Then analyze the motives for countries or organizations to restrict or regulate international trade and study the effects of such policies on economic welfare.</i> AICTE curriculum : https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		theory and policy ; page no – 33)
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2.	Balance of Payments	National income accounting for an open economy and the balance of payments, the BOP accounts – current account, capital account, errors, the financial account and net errors and omissions, Difference between BOP and BOT	Ahuja, H. L. <i>Macroeconomics – Theory and Policy</i> . S. Chand Publication (19 th Edition) ; Chapter No. 34)	International Standards MIT Open Courseware Industry Mapping: <i>A country's BoP can reveal trade imbalances (surpluses or deficits) in specific industries.</i> AICTE curriculum : https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf	6	Case study on BOP Case Title- the assets and liabilities of world's biggest debtor (Krugman, Obstfeld and Melitz ; International trade – theory and policy ; page no –313)
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3.	Foreign Exchange Rate	Domestic and foreign prices – exchange rates and relative prices – the foreign exchange market – spot rate and forward rate –exchange rate regimes : fixed, flexible and manged floating exchange rate - Equilibrium in the foreign exchange – Devaluation & Depreciation – Appreciation and revaluation – Purchasing power parity (PPP)	Ahuja, H. L. <i>Macroeconomics – Theory and Policy</i> . S. Chand Publication (19 th Edition) ; Chapter No. 35)	International Standards MIT Open Courseware Industry Mapping: <i>PPP is commonly used to compare living standards across countries. By adjusting for price differences, PPP provides a more accurate picture of the real wealth of different nations.</i>	6	Case study on Exchange rate Case Title- What explains the carry trade? (Krugman, Obstfeld and Melitz ; International trade – theory and policy ; page no –344)
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4.	Globalisation and Commercial Policies	Globalisation - definition, impact, instruments of globalization, commercial policy International organisations – GATT, WTO, UNCTAD, IMF, World Bank – roles and policies – contribution in global economic development	Ahuja, H. L. <i>Macroeconomics – Theory and Policy</i>. S. Chand Publication (19th Edition); Chapter No. 38A)	International Standards MIT Open Courseware Industry Mapping: <i>International organizations significantly impact industry through regulating interstate relations, setting standards, promoting trade, and providing assistance to developing countries.</i>	4	Case study on world bank policy Case title - Water in the Circular Economy and Resilience (WICER) (Source: World Bank Case Studies)
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*Submitted by Prof. Kamalika Dasgupta, IEM Saltlake Campus

TEXTBOOK:

1. Ahuja, H. L. *Principle Of Micro Economics*. S. Chand Publication, 22nd Edition (Chapters: 44, 45, 46)
2. Ahuja, H. L. *Macroeconomics – Theory and Policy*. S. Chand Publication, 19th Edition (Chapters 34, 35, 38A)

REFERENCE BOOK:

1. Krugman, Obstfeld and Melitz ; International trade – theory and policy, Pearson Education, Global Edition



University of Engineering and Management

Institute of Engineering & Management, Salt Lake Campus

University of Engineering & Management, Kolkata

Syllabus for BBA Batch 2024-28



[Study Material](#)

[MIT/StandFord Open](#)

[Coursera](#)

[NPTEL](#)

[LinkedIn Learning](#)

Subject Name: Design Thinking and Innovation

Subject Code:BBADB484

Credit: 4

Lecture Hours: 40

COURSE OBJECTIVES:

1. To enable the students to understand the concept, importance of product design.
2. To enable students to study the concept of Design Thinking.
3. To enable students to study the framework of deciding a product design.
4. To enable students to apply the design thinking in problem solving.

COURSE OUTCOMES:

CO1: Students can able to apply methods to reduce the impact of cognitive biases in organization and personal decisions.

CO2: Students can select appropriate decision making tool and apply it in a given situation to lead teams.

CO3: Students can leverage use of tools for the design process

CO4: Students can apply design thinking for product development.

Module number	Topic	Sub-topics	Text Book as per syllabus with chapter Nos.	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Introduction to Design Thinking	Evolution, Business and Innovation	Design Thinking: A Framework for applying Design Thinking in Problem Solving. Anuja Agarwal. Cengage Publication.	International Academia: (https://www.interaction-design.org/literature/topics/design-thinking?srltid=AfmBOoqF-nlkTYJuC2Vj0CaC9Knd4yo9zgH3B79BCC6pfjHAAcAZwReB)	07 Hours	DBS bank: A case on organization design
2	Framework of Design Thinking	Approaches, Layers, Tools & Techniques	Design Thinking: A Framework for applying Design Thinking in Problem Solving. Anuja Agarwal. Cengage Publication.	International Academia: (https://www.interaction-design.org/literature/topics/design-thinking?srltid=AfmBOoqF-nlkTYJuC2Vj0CaC9Knd4yo9zgH3B79BCC6pfjHAAcAZwReB)	06 Hours	Jaggery to JAGS
3	Process of Design Thinking	Empathize- Define-Ideate- Prototype-Test- Implement	Design Thinking: A Framework for applying Design Thinking in Problem Solving. Anuja Agarwal. Cengage Publication.	International Academia: (https://www.interaction-design.org/literature/topics/design-thinking?srltid=AfmBOoqF-nlkTYJuC2Vj0CaC9Knd4yo9zgH3B79BCC6pfjHAAcAZwReB)	10 Hours	ICICI Foundation's "Waste to Value" project

				Bhttps://ocw.mit.edu/courses/15-660-strategic-hr-management-spring-2003/)		
4	Application	Case study based analysis.	Design Thinking: A Framework for applying Design Thinking in Problem Solving. Anuja Agarwal. Cengage Publication.	International Academia: (https://www.interaction-design.org/literature/topics/design-thinking?srltid=AfmBOoqF-nlkTYJuC2Vj0CaC9Knd4yo9zgH3B79BCC6pfjHAAcAZwReB)	17 Hours	Class based instant analysis and presentation

Submitted by Dr. Soumik Gangopadhyay IEM Ashram campus

Recommended Books:

Text Book:

1. Design Thinking: A Framework for applying Design Thinking in Problem Solving. Anuja Agarwal. Cengage Publication.

References:

1. Plattner Hasso, Meinel Christoph, and Leifer Larry, Design Thinking, Springer, 2010.
2. Roterberg Mueller Christian., Handbook of Design Thinking, Hochschule Ruhr West, November 2018



University of Engineering and Management

Institute of Engineering & Management, Salt Lake Campus

Institute of Engineering & Management, New Town Campus

University of Engineering & Management, Jaipur



Syllabus for BBA Admission Batch 2024

Subject Name: French - I Credit: 2 Lecture Hours: 20

Subject Code: BBADB485

Pre-requisite: Knowledge of English

Course Objectives:

1. Introduce students to fundamental French phonetics, etiquette, greetings, and essential vocabulary.
2. To amplify career opportunities in multinational corporations.
3. Help them to plan higher studies in French-speaking educational Institutes.
4. To improve cognitive and intellectual flexibility and skills.
5. To build up self-confidence to deal with complex challenges and leadership roles.

Course Outcomes:

CO 1: French is a global language spoken in 29 countries; even fundamental knowledge of this language will help students to participate in global business and academia.

CO 2: Students will be able to introduce themselves, provide personal details, and engage in basic formal conversations.

CO 3: The certificate upon completion of the course will make their resume stand out in the competitive job market.

CO 4: Students will develop critical soft skills, adaptability, cultural awareness and global understanding of the world.

Module No.	Topic	Sub-topics	Text Book/ Study Materials as per Syllabus	Lecture Hours	Assignments
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1	Phonetics	Alphabet Pronunciation Accents Numbers(1-20) Vowels Consonants	1. Audio and Video Clips	8	Interactive Learning and Assignments
2	Grammar	Articles (Definite and Indefinite) Noun Subject Pronouns Verbs (essentials) Preposition	1. Practice Makes Perfect: Complete French All-in- One/ by Annie Heminway (2 nd ed.), McGraw Hill 2. Selective Software 3. Audio Resources	8	Regular Quizzes Assignments
3	Vocabulary	Days of the Week Months Weather Countries Nationality Common Colours Family Members Comprehension	1. Oxford Learner's French Dictionary 2. English to French Pocket Dictionary	4	Visual aids Cultural Immersion

4	Communication	Greetings Introduction and Personal Information Polite Expressions Asking Simple Question and Answer	1. Video Clips 2. Short Films 3. Interview Transcripts	4	Speaking and Listening Tests
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