

University of Engineering & Management, Jaipur



श्रद्धावान लभते ज्ञानम्
Good Education, Good Jobs

Syllabus Outline for BBA (Digital) Admission Batch-2025/2026

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	

SEMESTER 2

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

SEMESTER 3

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

SEMESTER 4

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	

SEMESTER 5

Subject Code	Subject Name	Credit	Lecture Hours	Theory/Sessional
BBADB501	Strategic Management	4	40	Theory
BBADB502	Media Planning & Management	6	40	Theory
BBADB503	Web & Social Media Analytics	6	20	Theory
BBADB582	Logistics and Supply Chain Management	4	40	Theory
BBADB583	Advanced Excel	1	20	Sessional
BBADB584	Public Speaking Skills	2	20	Sessional

SEMESTER 6

Subject Code	Subject Name	Credit	Theory/Sessional
BBABB601	Corporate Social Responsibility & Sustainability	4	Theory
BBAMM602	Advertising and Sales Promotion	6	Theory
BBAMM603	Rural Marketing & Digital Innovation	6	Theory
BBAMM604	Green Marketing	6	Theory
	Internship		

List of Online Courses: BBA Admission batch 2025/2026 Students need to complete one course per subject		
Semester 1	BBABB101	1. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/business-management-workplace-behavior?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/managing-and-motivating-teams?source=search 3. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/fundamentals-of-business-management?source=search
	BBABB102	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
	BBABB103	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
	BBABB104	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
	BBABB105	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
	BBABB183	1. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/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-rt7r7/learn/environmental-studies-odc?source=search
	BBABB184	1. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/specializations/everyday-excel?source=search , 2. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/projects/introduction-microsoft-excel?source=search , 3. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/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-lgz2?source=search

List of Online Courses / Learning Pathway: BBA Admission batch 2025/2026 Students need to complete one course per subject		
Semester 2	BBABB201	1. https://www.linkedin.com/learning/organizational-culture 2. https://www.coursera.org/learn/psychology-of-group-behaviors 3. https://www.coursera.org/learn/behavior-architecture-understanding-human-behavior
	BBABB202	1. https://www.coursera.org/learn/wharton-marketing 2. https://www.coursera.org/learn/spjmr-marketing-management-mooc 3. https://www.coursera.org/learn/marketing-management-essentials-the-marketing-plan-structure
	BBABB205	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
	BBABB282	1. https://www.coursera.org/learn/ai-for-everyone 2. https://www.coursera.org/learn/artificial-intelligence-an-overview 3. https://www.coursera.org/learn/ai-for-business-generation-and-prediction 4. https://www.linkedin.com/learning/learning-ai-for-business-analysis?u=229219690
	BBABB203	1. https://www.coursera.org/specializations/globalization-economic-growth-and-stability 2. https://www.coursera.org/learn/principles-of-economics-macroeconomics 3. https://www.coursera.org/learn/macroeconomics-igu
	BBADB283	1. https://www.linkedin.com/learning/seo-foundations-14828080 2. https://www.linkedin.com/learning/marketing-strategy-seo-content-writing 3. https://www.linkedin.com/learning/seo-strategy-link-building 4. https://www.linkedin.com/learning/content-marketing-blogging-for-business

PHYGITAL Learning Pathway: Second and Third year:

Students need to complete two online certifications for two subjects chosen by the institute and pursue one professional certification each for 2nd and 3rd years respectively. The full list of online links (course certification basket, and professional certification link) are provided below:

Semester 3:

BBABB/ DB301	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/managerial-and-cost-accounting?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/management-accounting-cost-optimization?source=search 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/project-estimation-cost-management?source=search
BBABB/ DB305	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/customer-relationship-management?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/microsoft-advanced-customer-relationship-management?source=search 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/customer-relationship-management-case-study?source=search

Semester 4:

BBABB/ DB401	1. https://www.coursera.org/learn/entrepreneurship 2. https://www.coursera.org/learn/entrepreneurship-1 3. https://www.coursera.org/learn/entrepreneurial-thinking
BBABB/ DB405	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

Sem 3 – 4: Compulsory Professional Certificate:

<https://www.coursera.org/search?query=google%20ai%20professional%20certificate>

Semester 5:

BBABB/DB 501	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/strategic-management?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/specializations/strategic-management-essentials-huddersfield?source=search 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/specializations/strategic-management?source=search
BBABB/DB 582	1. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/mastering-logistics-supply-chain-management?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/supply-chain-logistics?source=search 3. https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/learn/logistics-management-supply-chain-strategies?source=search

Semester 6:

BBAMM/D B602	1. https://www.coursera.org/learn/mastering-sales-from-fundamentals-to-career-success 2. https://www.coursera.org/specializations/sales-excellence 3. https://www.coursera.org/specializations/generative-ai-for-sales-professionals
BBAMM/D B604	1. https://www.coursera.org/learn/sustainable-marketing-and-consumer-trends 2. https://www.coursera.org/learn/rural-marketing-brand-strategy-india

Sem 5 – 6: Compulsory Professional Certificate:

<https://www.coursera.org/professional-certificates/google-project-management>