

UEM
UNIVERSITY OF ENGINEERING & MANAGEMENT

Syllabus Outline for BBA (H) Admission Batch-2024

SEMESTER - I								
S. No.	Course Code	Course Title	L	T	P	Credit	Type	CA
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)								
1	CC	Principles and Practices of Management	3	1	0	4	Th	
2	AEC	Business Communication-I	3	1	0	4	Th	
3	CC	Financial accounting	3	1	0	4	Th	FC
4	CC	Business Statistics and Logic	3	1	0	4	Th	FC
5	CC	Business Economics I	3	1	0	4	Th	FC
6	AEC	General English	1	1	0	2	Ses	
7	MDE	Indian Knowledge System^	2	0	0	2	Ses	
8	VAC	Environmental Science and sustainability	2	0	0	2	Ses	
9	SEC	General Studies & Current Affairs- I	2	0	1	2	Th	
10	VAC	Competitive Aptitude Training-I	2	0	0	1	Ses	
11	AEC	Additional Course - Indian or Foreign Language 1-1-0)) [optional course]*	1	1	0	0*		
TOTAL						29		

SEMESTER 2

SEMESTER 2								
TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
THEORY								
CC	BBABB201	Human Behavior & Organization	3	1	0	0	4	4
CC	BBABB202	Marketing Management	3	1	0	0	4	4
CC	BBABB203	Business Economics II	3	1	0	0	4	4
AEC	BBABB204	Business Communication II	3	1	0	0	4	4
CC	BBABB205	Operations Research	3	1	0	0	4	4
AEC	BBAESP201	General Studies & Current Affair - II	2	0	0	0	2	2
PRACTICAL								
VAC	BBABB291	Marketing Management-Laboratory	0	0	2	0	2	2
VAC	BBABB292	Business Economics II - Laboratory	0	0	2	0	2	2
SESSIONAL								
SEC	BBABB271	Emerging Technologies & Application	1	0	1	0	2	2
MDE	BBABB272	Media Literacy & Critical Thinking	1	0	1	0	2	2
VAC	BBABB273	Indian Constitution	1	0	1	0	2	2
SE	BBASDP201	Competitive Aptitude Training -II	2	0	0	0	2	1
MOOCs/MAR/IFC								
	IFC	Industry & Foreign Certification						
	MAR	Mandatory Additional Requirements						
	MOOCs	At least 1 MOOCs course from Swayam Platform						
Total								33

SEMESTER 3

Type of Course	Course Code	Course Name	L	T	P	S	Total Contact Hours	Credit Points
THEORY								
MC	BBABB301	Introduction to Financial Accounting	3	1	0	0	4	4
MC	BBABB302	Marketing Management	3	1	0	0	6	4
MC	BBABB303	Human Resources Management	3	1	0	0	4	4
MC	BBABB304	Customer Relationship Management	3	1	0	0	4	4
Core courses (CC)	BBABB305	Business Research Methods	3	1	0	0	4	4
Ability Enhancement (AE)	BBAESP301	General Studies & Current Affairs- III	2	0	0	0	2	2
SESSIONAL								
Skill Enhancement (SE)	BBASDP381	Competitive Aptitude Training - III	2	0	0	0	2	1
Skill Enhancement (SE)	BBABB382	Project on Entrepreneurship	1	0	0	0	1	2
CC	BBABB383	Management Information System	3	1	0	0	4	4
Mandatory Industry and Value Added Courses (IVC)								
Mandatory Industry and Value Added Courses (IVC)	IFC	Industry & Foreign Certification	0	0	0	0	Min 3 certificates	0
Mandatory Industry and Value Added Courses (IVC)	MAR381	Mandatory Additional Requirements	0	0	0	0	75 points for 3 year/100 points for 4 year	0

SEMESTER 4

Sub Code	Subject Name/Topic	Credit	Lecture Hours	Theory/Sessional
BBABB401	Entrepreneurship and Startup Ecosystem	4	40	Theory
BBABB402	Operations Management	4	40	Theory
BBABB403	Financial Management	4	40	Theory
BBABB404	Business Research Methods	4	40	Theory
BBABB405	Introduction to Psychology for Managers	4	40	Theory
BBABB482	Business Environment and Public Policy	2	20	Theory
BBABB483	International Business	2	20	Theory
BBABB484	Design Thinking and Innovation	4	40	Theory
BBABB485	French-I	2	20	Theory

SEMESTER 5

Subject Code	Subject Name	Credit	Lecture Hours	Theory/Sessional
BBABB501	Strategic Management	4	40	Theory
BBAMM502	Consumer Behaviour	6	40	Theory
BBAMM503	Brand and Retail Management	6	20	Theory
BBABB582	Logistics and Supply Chain Management	4	40	Theory
BBABB583	Advanced Excel	1	20	Sessional
BBABB584	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/spjimr-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>