

University of Engineering & Management, Jaipur



श्रद्धावान लभते ज्ञानम्
Good Education, Good Jobs

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

Subject Code	Subject Name	Credit	Theory/Sessional
BBABB101	Principles and Practices of Management	4	Theory
BBABB102	Business Communication-I	4	Theory
BBABB103	Financial Accounting	4	Theory
BBABB104	Business Statistics & Logic	4	Theory
BBABB105	Business Economics – I	4	Theory
BBABB181	General English	2	Sessional
BBABB182	Indian Knowledge System	2	Sessional
BBABB183	Environmental Science & Sustainability	2	Sessional
BBABB184	Basic Excel	2	Sessional
BBABB185	Soft Skill Development	2	Sessional
TOTAL CREDITS		30	

SEMESTER 2

Subject Code	Subject Name	Credit	Theory/Sessional
BBABB201	Human Behavior & Organization	4	Theory
BBABB202	Marketing Management	4	Theory
BBABB203	Business Economics-II	4	Theory
BBABB204	Business Communication-II	4	Theory
BBABB205	Operations Research	4	Theory
BBABB281	Introduction to Values & Corporate Ethics	2	Sessional
BBABB282	AI for Business	2	Sessional
BBABB283	Emerging Technologies & Application	2	Sessional
BBABB284	Media Literacy and Critical Thinking	2	Sessional
BBABB285	Indian Constitution	2	Sessional
TOTAL CREDITS		30	

SEMESTER 3

Subject Code	Subject Name	Credit	Theory/Sessional
BBABB301	Cost & Management Accounting	4	Theory
BBABB302	Legal and Ethical issues in business	4	Theory
BBABB303	Human Resource Management	4	Theory
BBABB304	Management Information Systems	4	Theory
BBABB305	Customer Relationship Management	4	Theory
BBABB381	Indian System of Health and Wellness	2	Sessional
BBABB382	Disaster Management	2	Sessional
BBABB383	Innovation & Entrepreneurship	2	Sessional
BBABB384	Negotiation Skills	1	Sessional
BBABB385	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	Operations Management	4	Theory
BBABB403	Financial Management	4	Theory
BBABB404	Business Research Methods	4	Theory
BBABB405	Introduction to Psychology for Managers	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	Theory/Sessional
BBABB501	Strategic Management	4	Theory
BBABB582	Logistics and Supply Chain Management	4	Sessional
BBABB583	Advanced Excel	1	Sessional
BBABB584	Public Speaking Skills	2	Sessional
BBAMM502	Consumer Behaviour	6	Theory
BBAMM503	Brand and Retail Management	6	Theory
	Internship		

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>