University of Engineering and Management

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

Model Curricular Framework for UG Degree in Bachelor in Business Administration (BBA), Bachelor in Business Administration (Honours) & Bachelor in Business Administration (Honours with Research)
(Under AICTE)

Following the guidelines of NEP 2020

GENERAL COURSE STRUCTURE & THEME

A. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

B. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

Course Name: Bachelor in Business Administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research)

Course Level/Duration/System: Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit.
The following option will be made available to the students joining BBA Research Program:

a. **One year:** Under Graduate Certificate in Business Administration
b. **Two years**: Under Graduate Diploma in Business Administration
c. **Three years**: Bachelor in Business Administration (BBA)
d. **Four years**: Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
  For BBA (Honours): BBA Degree

Note : The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

Semester wise Structure and Curriculum for UG Course in BBA

Paper Code	Paper Name	Type	Credit
BBABB101	Principles & Practices of Management	Th.	4
BBABB102	Business Communication - I	Th.	4
BBABB103	Financial Accounting	Th.	4
BBABB104	Business Statistics & Logic	Th.	4
BBABB105	Business Economics - I	Th.	4
BBABB181	Generel English	Sess.	2
BBABB182	Indian Knowledge System	Sess.	2
BBABB183	Environmental Science and Sustainability	Sess.	2
BBABB184	Basic Excel	Sess.	1
BBABB185	Soft Skill Development	Sess.	1
BBAESP101	GS & CA - I	Th.	2
BBASDP181	CAT - I	Sess.	1
Total			31

Note: ^Indian Knowledge System: Indian Culture and Civilization Indian Vision for Human Society Indian Science Indian Town Planning and Architecture Indian Mathematics and Astronomy Indian Aesthetics Indian Health, Wellness

*Indian Languages: Sanskrit/Hindi/All Regional languages Foreign Languages: Spanish/German/French/Korean/Mandarin

SL No	Subject Type	Code	Subject Name	Credit/Point/Number
12		IFC	Industry & Foreign Certification (IFC)	At least 3 certificates need to be earned in each semester. Total min 20 certificates required in 4 years program
13			Mandatory Additional Requirements (MAR)	As per University norms
14	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	20 credits need to be earned in 4 years program

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 2025

Subject Name: Principles and Practices of Management   **Credit: 4**

Lecture Hours: 48   **Subject Code: BBABB101**

Relevant Links: [Study Material](#)   **[Coursera](#)**   **[NPTEL](#)**

COURSE OBJECTIVES**:**

1. To enable the students to study the evolution of Management
2. To study the functions and principles of management.
3. To learn the application of the principles in an organization.
4. To enable the effective and barriers communication in the organization

COURSE OUTCOMES**:**

CO 1: Students will be able to understand the fundamental concept of management and its importance in the practical world.
CO 2: Students will be able to identify, define and solve management related problems.
CO 3: Students will understand the contemporary issues and will get some wider exposure with respect to the global perspective.
CO 4: Demonstrate how the different concepts of management gets practiced in organizations and evaluate them to identify scope of improvement

Module number	Topic	Sub-topics	Textbook as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	**Introduction to Management Definition of Management**	Managerial Roles and Skills- Science or Art – Manager Vs Administrator – Evolution of Management – Scientific, Human Relations, System and Contingency Approaches (Contributions of F.W Taylor, Henry Fayol, Elton Mayo, Gilbreth and McGregor) - Levels and Functions of Management.	1. Principles and practices of management by L. M. Prasad. Sultan Chand and Sons Publications 2. Principles of Management, V.S.P Rao, Himalaya Publishing House	**International Academia:** https://ocw.mit.edu/courses/15-229-managing-global-integration-spring-2012// **Industry Mapping:** Industry specific managerial skills and roles.	10	Assignment on role of a manager for better business outcomes
2	**Planning & Decision Making**	Importance and benefits of planning, Types of plans (strategic, tactical, operational) Steps in planning, Planning Tools and Techniques Decision-making process and techniques	1. Principles and practices of management by L. M. Prasad. Sultan Chand and Sons Publications 2. Principles of Management, V.S.P Rao, Himalaya Publishing House	International Academia: https://ocw.mit.edu/courses/15-965-technology-strategy-for-system-design-and-management-spring-2009/resources/mit15_965s09_case21/ **Industry Mapping:** Optimum allocation of available resources for an organization to meet the objective of the organization.	10	**Case Study on** Balsara Hygiene Products Limited Principles & Practices of Management (L.M Prasad) **Pg. 194**

3	**Organising**	Nature and Purpose , Formal and Informal Organization, Organization Chart , Organization Structure, Types - Line and Staff, Authority, Departmentalization, Delegation of Authority – Centralization and Decentralization, Span of Management.	1. Principles and practices of management by L. M. Prasad. Sultan Chand and Sons Publications 2. Principles of Management, V.S.P Rao, Himalaya Publishing House	**International Standards** https://ocw.mit.edu/courses/11-958-getting-things-implemented-strategy-people-performance-and-leadership-january-iap-2009/resources/slides2/ **Industry Mapping:** In the present day dynamic business environment, identifying the.	10	Assignment on concepts of organizational division
4	**Leadership , Directing & Controlling**	Foundations of Individual and Group Behaviour – Motivation – Motivational Techniques – Job Enlargement – Job Enrichment – Leadership – Types and Theories of Leadership – Communication – Process of Communication – Barrier in Communication– Effective Communication. , Types of control (feed forward, concurrent, feedback), Concept of resistance to change Overcoming resistance to change	1. Principles and practices of management by L. M. Prasad. Sultan Chand and Sons Publications 2. Principles of Management, V.S.P Rao, Himalaya Publishing House	**International Standards** https://ocw.mit.edu/courses/15-316-building-and-leading-effective-teams-summer-2005/resources/leader_dev/ **Industry Mapping:** Employee motivation, Approach to leadership, Organizational change	18	**I. Case Study on** The New Manager Principles & Practices of Management (L.M Prasad) **Pg. 665** **II. Case Study on**Automotive Components Limited Principles & Practices of Management (L.M Prasad) **Pg. 69**

TEXT BOOK:

1. Principles and practices of management by L. M. Prasad. Sultan Chand and Sons Publications

2. Principles of Management, V.S.P Rao, Himalaya Publishing House

REFERENCE BOOKS:

1. Essentials of Management An International and Leadership Perspective: Harold Koontz and Heinz Weihrich , Edition- ninth, McGraw Hill

2. Organizational behavior. 13th ed, Stephen P. Robbins, Timothy A. Judge & Seema Sanghi. Pearson

3. Principles of Management- T.Ramasamy.

Submitted by Prof.Doyel Mukherjee Prodhan & Prof.Nayan Ranjan Mukerje

Syllabus for BBA Admission Batch 2024

Subject Name: Business Communication-I   **Credit: 4**   **Lecture Hours:**

48 Subject Code: BBABB102

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 Industryand International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
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*	12	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 | 12 | 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 | 12 | 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 | 12 | 4. [Case Study Module 4 B Com.pdf](#) |

*Submitted by Suchana Roy, 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](#)

University of Engineering and Management

Institute of Engineering & Management, Salt Lake Campus

University of Engineering & Management,

Jaipur

Syllabus for BBA Admission Batch 2025

Subject Name: Financial Accounting   **Credit: 4**   **Lecture**

Hours: 40 Subject Code: BBABB103

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: Recording of transactions; recognizing credit and cash transactions*	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: Ensuring arithmetical accuracy of the books of accounts, help in audit. | 10 | Case Study:The Wells Fargo Banking Scandal By: Luann J. Lynch, Cameron Cutro Link: https://hbsp.harvard.edu/product/UV7267-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: Charging Depreciation (in connection to fixed assets) | 10 | Case Study: Barclays and the LIBOR Scandal
By: Clayton S. Rose and Aldo Sesia
Link: https://www.hbs.edu/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: Learning the need of preparing financial statements, ascertaining profitability. | 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

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 2025

Subject Name: Business Statistics & Logic   **Credit: 4**   **Lecture Hours:**

48 Subject Code: BBABB104

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 Industryand 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	*International Academia:* **MITOpenCourse** *Industry Mapping:* 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. | Managerial Statistics – S. Roychowdhury & D. Bhattachaya, U.N.Dhur Publication

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. | Managerial Statistics – S. Roychowdhury & D. Bhattachaya, U.N.Dhur Publication

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. |

*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.

Syllabus for BBA Admission Batch 2025

Subject Name: Business Economics-1   **Credit: 4**   **Lecture Hours:**

40 Subject Code: BBABB105

[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 determination process.

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 Course content: Course content:	Topic	Sub-topics	Text Book	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
M 1	1. **Chapter 1: The economic problem : 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 .	*Principle of Microeconomics HL Ahuja, S Chand Publication*	*International Academia:* *Industry Mapping:* Business decision making.	20	Case Study
	2. **Chapter 5: Demand, Supply and Competitive Market Equilibrium**	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. 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.				
	Chapter 7 : Elasticities of Demand and Supply	a) Various concepts of Demand elasticity. Price elasticity of demand for different goods. Measurement of price elasticity of demand: Proportionate method and Total outlay method. b) Income elasticity of demand. Normal goods and Inferior goods. Cross elasticity of demand. Substitute goods and complementary goods. c) Elasticity of Supply Measurement by proportionate method. Numericals on elasticity of demand and elasticity of supply.				
	Chapter 9: Consumer's behaviour: Marshall's Cardinal Utility Analysis	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.				
	Chapter 10: Consumer Surplus	Meaning of Consumer Surplus. Measurement of Consumer Surplus as an area under the demand curve.				

| 2 | **Chapter 16: Factors of Production**

Chapter 17: The Theory of Production: Returns to a Variable Factor

Chapter 20 : Cost of production and cost curves : Short run and Long run | Meaning and classification of factors of Production, Land, Labour, Capital and Entrepreneur

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.

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* | *International Academia:*

https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video_galleries/lecture-videos/

Industry Mapping :

Cost & output decisions | 10 | Case Study |

3	Chapter 21: Market Structures and Concepts of Revenue	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.	*Principle of Microeconomics HL Ahuja, S Chand, Publication*	*International Standards* *https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video_galleries/lecture-videos/*	10	Case Study
	Chapter 23: Equilibrium of the Firm under Perfect Competition	a) The demand curve of a product facing a perfectly competitive firm. Meaning of Firm's equilibrium. b) Firm's equilibrium under Perfect Competition. Marginal revenue Marginal cost approach.				
	Chapter 26: Price and output under Monopoly	a) Determination of equilibrium in a monopoly market. b) Sources or Reasons behind the formation of monopoly market.				
	Chapter27:Price Discrimination	a) Meaning of Price Discrimination b) Degree of Price Discrimination		*Industry Mapping:*		
	Chapter 29: Price and output under Monopolistic Competition	a) The concept of imperfect competition b) Product differentiation and MC		*Understanding different market structures and how different markets work*		
	Chapter 30: Price and output under Oligopoly	Characteristics of Oligopoly. Causes for the existence of Oligopoly market.				

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

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBA105-CO1	3	2	3			2	1	
BBA105-CO2	2	3	3				2	
BBA105-CO3	2	3	2				2	
BBA105-CO4	2	3	2				2	

1= Low(Slight)   2=Moderate(Medium)   3= Substantial (High)

PO & PI Mapping:

PO1: Assessment of Choices Students will develop the capability to assess alternate managerial choices and come up with optimal solutions.	
Competency	**Indicators**
1.1 Demonstrate competencies in Business Construction Model & Decision- Making Model	1.1.1. Ability to take up analytical approach for problem solving, 1.1.2. Ability to take into consideration minute details and factors that influences a business.
1.2 Demonstrate competencies in	1.2.1 Ability to weigh the pros and cons of each of

evaluation of each of the alternatives	the alternatives or options available to a functional area of a business.

PO 2 : Identification of the Nature of a Problem Area
Students will be able to apply their conceptual understanding of marketing, finance and human resources in the real world.

Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.1 Ability to evaluate problem statement and contribute towards problem solving methods, 2.1.2 understanding a problem or issue belong to demand analysis. 2.2.1 To be able to identify the different types of demand elasticity which influence the decision-making process.

PO 3 : **Decision Making Skills**
Students will develop decision making skills with the help of analytical and critical thinking ability.

Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business. 3.2 To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem.	3.1.1 Capability of identify the different types of costs and production, 3.1.2 Follow up the changes of market structures and its applications 3.2.1 Reaching to a solution and evaluating it after observing the changes

PO6: Integration of Functions:
Students will be able to integrate functional areas of management for planning, implementation and control of business decisions.

Competency	Indicators

6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.2.1. Ability to study the changes in preferences of customers 6.2.2. Study in the changes in political &

	technological environment

PO7: DeployableSkill set:
Students willdevelop deployableskills parallel to thechosen functional/specialized area.

Competency	Indicators
7.1 Demonstratingthe ability toidentify the natureof a problemappearing duringthe course ofbusiness. 7.2 Demonstratingthe ability to applythelearnedskillset as whenrequired.	7.1.1 Acknowledgementofthe existence of aproblem, 7.1.2 Deciding theoverall nature of theproblem and its minordetails. 7.2.1. Ability toimplementtherequiredknowhow as whennecessityarises.

University of Engineering and Management

Institute of Engineering & Management, Salt Lake

Campus University of Engineering & Management, Kolkata

Syllabus for BBA Admission Batch 2025

Subject Name: General English　　　　**Credit: 2**　　　　**Lecture**

Hours: 20 Subject Code: BBABB181

Pre-requisite: Basic Knowledge of English language skills

Study Material　　　　**COURSERA**　**Cambridge University Press ELT Resources**　　　　**NPTEL**
LinkedIn Learning　　　　**BBC Learning English**

COURSE OBJECTIVES:

- To develop basic proficiency in English communication in professional contexts.

- To enhance the learners' abilities in reading, writing, listening, and speaking for academic and workplace settings.

- To build competence in professional vocabulary, grammar, and workplace communication formats.

- To enable learners to confidently participate in interviews, group discussions, presentations, and email communication.

COURSE OUTCOMES:

CO 1: Students will be able to apply correct grammar usage and sentence structure in writing and

speaking. CO 2: Students will demonstrate improved listening and speaking skills suitable for

professional environments. CO 3: Students will be able to draft professional emails, letters,

resumes, and reports effectively.

CO 4: Students will exhibit clarity, coherence, and confidence in presentations, interviews, and group discussions.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1.	Professional Communication Basics	Introduction to Professional Communication; Importance of English in a Global Context; Barriers to Communication; Non-verbal Communication; Communication cycle	English for the Real World (Cambridge), Unit 1; Effective Business Communication by Krizan	Industry Mapping: Corporate Communication Skills, Soft Skills Modules; Coursera – Business Communication	4	Group discussion practice, analyzing workplace scenarios
2	Grammar & Usage in Context	Parts of Speech; Tense and Subject-Verb Agreement; Articles and Prepositions; Common Errors; Sentence Structure and Transformation	English Grammar in Use by Raymond Murphy (Units 1-30); BBC Learning English	Industry Mapping: Resume/Cover Letter writing standards, Grammarly-style proofreading; LinkedIn Learning – English Grammar	4	Editing paragraphs; error correction worksheets

3	Written Communication Skills	Professional Email Writing, Resume & Cover Letter, Circulars, Memos, Notice, Meeting Agendas and Minutes	Technical Communication: Principles and Practice by Meenakshi Raman & Sangeeta Sharma (Chapter 3–6)	Academia Mapping: NPTEL: Business English; Industry: Office 365, Google Workspace	4	Draft a professional email, write a resume and covering letter
4	Reading & Listening Comprehension	Skimming and Scanning; Reading Reports/Articles;	Listening for gist and detail (TED Talks, Interviews, News)Cambridge English for Job-hunting, Unit 4-5; Coursera Listening modules	Industry Mapping: Email reading, Comprehending instructions and reports	4	Listening task using TED Talks or company presentation; reading comprehension test

| 5 | Speaking for the Workplace | Presentation Skills; Interview Skills; Group Discussions; Elevator Pitches | Soft Skills by Alex K. (Chapters 7, 8); LinkedIn Learning – Public Speaking & Interview Prep | Industry Mapping: Campus recruitment interview rounds, HR presentations | 4 | Mock interview; prepare & deliver a 2-minute elevator pitch |

Prepared by Prithwijit Chakraborty, IEM, SALTLAKE Campus

TEXTBOOKS:

- English Grammar in Use by Raymond Murphy, Cambridge University Press

- English Grammar and Composition by Wren And Martin

- Soft Skills by Alex K.

- Technical Communication: Principles and Practice by Meenakshi Raman & Sangeeta Sharma

- English for the Real World (Cambridge ELT)

REFERENCE BOOKS:

- Business Correspondence and Report Writing by R.C. Sharma and Krishna Mohan

- Effective Business Communication by Krizan

- The Art of Public Speaking by Dale Carnegie

Institute of Engineering & Management, Salt Lake Campus, University of Engineering & Management, Kolkata

Syllabus for BBA Admission Batch 2025

Subject Name: Indian Knowledge System Subject Code: BBABB182

Credit: 2

Lecture Hours: 20

COURSE OBJECTIVES:

1. Creating awareness amongst the youths about the true history and rich culture of the country.

2. Understanding the scientific value of the traditional knowledge of Bhārata.

3. Promoting the youths to do research in the various fields of Bhāratīya knowledge system.

4. Converting the Bhāratīya wisdom into the applied aspect of the modern scientific paradigm.

5. Adding career, professional and business opportunities to the youths.

COURSE OUTCOMES:

CO 1: 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

CO 2: 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.

CO 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.

CO 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 no.	Topic	Subtopics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignments	Text Book Chapter No.
1	Indian Knowledge System (IKS	1. What is IKS? 2. Why do we need IKS? 3. Organization of IKS 4. Historicity of IKS 5. Some salient aspects of IKS 6. Introduction to Vedas 10. Gateways of ancestral wisdoms 11. Introduction to Purāṇa	**Industry Mapping:** 1.Application of ancient wisdom in modern management practices. 2. Understanding historical context for contemporary leadership and decision making. 3. Incorporating holistic and ethical approaches derived from IKS in business strategies	4	Case study analysis of a modern business applying principles from the Vedic corpus	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)

| 2 | Number Systems and Units of Measurement | 1. Number systems in India and Units of Measurement Historical evidence

2. Salient aspects of Indian Mathematics

3. Piṅgala and the binary system

4. Introduction to Indian Mathematics

5. Unique aspects of Indian Mathematics | **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. | Chapter- 6

(Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022),

"Introduction to Indian Knowledge System: Concepts and Applications", PHI Learning Private Ltd. Delhi) |

		6. Indian Mathematicians and their Contributions 7. Binary mathematics and combinatorial problems in 8. Magic squares in India				
3	Astronomy	1. Introduction to Indian astronomy 2. Indian contributions in astronomy 3. Elements of the Indian calendar 4. Pañcāṅga, The Indian calendar system 5. Astronomical Instruments (Yantras) 6. Jantar Mantar of Rājā Jai Singh Sawai	**Industry Mapping:** 1.Application of Indian astronomical knowledge in modern space research and Astrophysics. 2. Utilizing traditional celestial coordinate systems in navigation technologies	4	1. Create a model of the Indian calendar system and compare it with the Gregorian calendar. 2. Build a simple astronomical instrument inspired by the Jantar Mantar and demonstrate its use.	Chapter 9 (Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022), "Introduction to Indian Knowledge System: Concepts and Applications", PHI Learning Private Ltd. Delhi)

| 4 | Health Wellness and Psychology | 1. Distinguish thought on Health and wellness in Indian system

2. Ayurveda: approach to health

3. Ayur veda: definition of health

4. Tri doṣas

5. Role of Agni | **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.

2. Create a case | (Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022),

"Introduction to Indian

Knowledge |

		in health 6. Sapta dhātavaḥ: seven tissues 7. Psychological aspects of health 8. Disease management elements 9. Dinacaryā: daily regimen for health & wellness 10. Importance of sleep 11. Food intake methods and drugs	programs and employee mental health		study on the implementation of Indian psychological approaches in enhancing workplace productivity and wellbeing.	System: Concepts and Applications", PHI Learning Private Ltd Delhi)

| 5 | Town Planning and Architecture | 1. Temple architecture in ancient India, Sculptures, Theatre,

 Drama and Martial arts traditions, Fairs and festivals, Yoga

 2. Integrated approach to healthcare

 3. Approaches and strategies to the protection and conservation of environment | **Industry Mapping:**

 1. Implementation of Ancient Indian architectural principles in sustainable urban Planning.

 2. Conservation strategies for heritage sites and their adaptation in modern architecture | 4 | Develop a sustainable urban planning model incorporating ancient Indian architectural techniques | 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) |

University of Engineering and Management

Institute of Engineering & Management, Salt Lake Campus

University of Engineering & Management, Jaipur

Syllabus for BBA Admission Batch 2025

Subject Name: Environmental Science & Sustainability   **Credit: 2**   **Lecture**

Hours: 20 Subject Code: BBABB183

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. *Perspectives in environmental studies*.	***International Academia:*** **MIT OpenCourseWare** ***Industry Mapping:*** To recognize and understand the functions of environment,	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, 2nd Edition, Chapter 3,4	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	**ENVIRON MENTAL POLLUTI ON**	Causes, Effects and Preventive measures of Water, Soil, Air and Noise Pollutions. Solid, Hazardous and E-Waste management	Kaushik, Anubha, and C. P. Kaushik. *Perspectives in environmental studies*. New Age International, 2nd Edition, chapter - 5	*International Academia:* **[MIT OpenCourseWare]()** *Industry Mapping:* *To identify the causes, effects of environmental pollution and natural disasters and contribute to the preventive measures in the society.*	5	Case study on environmental pollution [CASE STUDY OF AIR POLLUTION IN RAJASTHAN]()

				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. *Perspectives in environmental studies.* New Age International, 2ⁿᵈ Edition, chapter - 2	*International Standards:* **MIT OpenCourseWare** *Industry Mapping: To identify and apply the understanding of renewable and non-renewable resources and contribute to the sustainable measures to preserve them for future generations.* *AICTE curriculum :* https://www.aicte-	5	Case study on renewable energy Case Title- Solar Power in Sunderbans (Source : Renewable Energy in Remote India: Case Studies | Fenice Energy)

				india.org/sites/defaul t/files/Model_Curric ulum/BBA%20Final . pdf		
4	**SUSTAINA BILITY AND DEVELOP MENT**	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. *Per spectives in environment al studies*. New Age International, 2nd Edition, chapter - 6	***International Standards* MIT OpenCourseWare** ***Industry Mapping:*** *To recognize the different goals of sustainable development and apply them for suitable technological advancement and societal development.*	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		

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.

University of Engineering and Management

Institute of Engineering & Management,

Salt Lake Campus University of Engineering & Management

Syllabus for BBA Admission Batch 2025 Subject Name: Soft

Skills Credit: 1 Lecture Hours: 20 Subject Code: BBABB185

Pre-requisite: Soft Skill Development

Study Material   **COURSERA**   **MIT** **NPTEL**   **LinkedIn Learning**

<u>COURSE OBJECTIVES:</u>

- To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
- Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
- To nurture an ability to articulate a business environment with clarity and mindfulness.

COURSE OUTCOMES:

1.   To conceptualize and appreciate theoretical knowledge of management domain.

2.   To appreciate the importance of effective communication skills in presenting opinions and ideas.

3. To nurture an ability to articulate a business environment

4. To identify a problem with the help of data and logical thinking.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignm
1.	Soft skills	Introduction What are soft skills Need for soft skills		*AICTE curriculum :* https://www.aicte- HYPERLINK "https://www.aicte- india.org/sites/default/files/Model_Curriculu	12	Case study on analyzing business markets. 1. Case Title- (Kotler P., Keller K. Chapter no-4, page no-101 to 103) 2. Case Title- Salesforce.com (Kc Keller K., et al. Cha no-4, page no-103
				m/BBA%20Final.pdf" HYPERLINK "https://www.aicte- india.org/sites/default/files/Model_Curriculu		
				m/BBA%20Final.pdf" HYPERLINK "https://www.aicte- india.org/sites/default/files/Model_Curriculu		
				m/BBA%20Final.pdf"in dia.org/sites/default/fi les/Model_Curriculum /BBA%20Final.pdf		

2	Personality developm ent	What is personality Types of personality Personality developmen t Elements of personality developmen t SWOT analysis Goal setting Creativity Human values			10	Case study on desi and managing pro 1. Case Title- (Kotler P., Keller K. Chapter no-8, pag to 190) 2. Case Title- (Kotler P., Keller K. Chapter no-8, pag to 191)
3	Communic ation skills	Introduction Meaning Purpose of communicat ion Process of communicat ion Key elements of communicat ion Characterist ics of effective communicat ion Tools of communicat ion Verbal communicat ion Listening skills Speaking skills Non-verbal communicat ion Dealing with conflict Barriers to communicat ion Overcoming barriers		*AICTE curriculum :* https://www.aicte- india.org/sites/defaul	10	Case study on cr customer value proposition and positioning. 1. Case Titl Lenskart (Kotler Keller K., et al. Chapter no-7, pa no-167 to 169) 2. Case Titl Unilever: Axe an (Kotler P., Keller al. Chapter no-7, no-166 to 167)

| 4 | Interpersonal relationships Basic Grammars | Introduction Importance of interpersonal relationship skills Types of interpersonal relationship s Uses of interpersonal relationship skills Factors affecting interpersonal relationship s How to accommodate different styles Consequences of interpersonal relationships. Tenses Prepositions Pronunciation Letter Writing | | *International Standards MIT.Edu* *AICTE curriculum :* https://www.aicte- india.org/sites/defaul t/files/Model_Curric ulum/BBA%20Final. pdf | 8 | Case study on de an integrated ma campaign in the age. 1. Case Titl Burger King (Ko Keller K., et al. C no-13, page no-3 313) 2. Case Titl AccorHotels (Ko Keller K., et al. C no-13, page no-3 314) |

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

Syllabus for BBA Admission Batch 2025

Subject Name: EXCEL   **Credit: 4**   **Lecture Hours: 40**

Subject Code: BBABB184

Pre-requisite: Basic Knowledge of Excel

COURSE OBJECTIVES:

Equip learners to confidently navigate the interface, manage worksheets, input/edit data, and apply essential formatting.

Enable students to perform calculations and data analysis using functions like SUM, AVERAGE, IF, VLOOKUP, plus conditional formatting and data validation..

Teach effective data presentation through charts, PivotTables/PivotCharts, and interactive dashboards for clear reporting.

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		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** by Ken Bluttman	*International Academia:* *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 Bluttman	*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				

TEXTBOOK:

Microsoft Excel 2019 Bible by Michael Alexander, Kusleika & Walkenbach

Excel 2019 All-in-One For Dummies by Greg Harvey

Excel Formulas & Functions For Dummies by Ken Bluttma