



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



2nd Semester Syllabus for BBA Admission Batch 2024

Syllabus Structure:

COURSE 1st Year Course Structure: 2025 – Even Semester

BBA COURSE structure										
SEMESTER 2										
SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS	
THEORY										
1.	CC	BBABB201	Human Behavior & Organization	3	1	0	0	4	4	
2.	CC	BBABB202	Marketing Management	3	1	0	0	4	4	
3.	CC	BBABB203	Business Economics II	3	1	0	0	4	4	
4.	AEC	BBABB204	Business Communication II	3	1	0	0	4	4	
5.	CC	BBABB205	Operations Research	3	1	0	0	4	4	
6.	AEC	BBAESP201	General Studies & Current Affair - II	2	0	0	0	2	2	
PRACTICAL										
1	VAC	BBABB291	Marketing Management-Laboratory	0	0	2	0	2	2	
2	VAC	BBABB292	Business Economics II - Laboratory	0	0	2	0	2	2	
SESSIONAL										
1	SEC	BBABB271	Emerging Technologies & Application	1	0	1	0	2	2	
2	MDE	BBABB272	Media Literacy & Critical Thinking	1	0	1	0	2	2	
3	VAC	BBABB273	Indian Constitution	1	0	1	0	2	2	
4	SE	BBASDP281	Competitive Aptitude Training -II	1	0	0	0	1	1	
MOOCs/MAR/IFC										
1		IFC	Industry & Foreign Certification							
2		MAR	Mandatory Additional Requirements							
3		MOOCs	At least 1 MOOCs course from Swayam Platform							



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Syllabus for BBA Admission Batch 2024

Subject Name: Human Behavior & Organization Credit: 4 Lecture Hours: 40

Subject Code: BBABB201

Relevant Links: [Study Material](#) [Coursera](#) [LinkedIn Learning](#) [Infosys Springboard](#)

COURSE OBJECTIVES:

1. To help the students to develop cognizance of the importance of human behavior
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyze specific strategic human resources demands for future action.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results

COURSE OUTCOMES:

- CO 1: Demonstrate the concept of organizational behavior to understand the behavior of people in the organization.
- CO 2: Demonstrate the applicability of analyzing the complexities associated with management of individual and group behavior in the organization.

CO 3: Analyze the complexities of political behavior and conflict associated with management of the individual and group behavior in the organization

CO 4: Demonstrate how the organizational behavior can integrate in understanding communication and International Organizational Behavior.

Module number	Topic	Sub-topics	Textbook as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Concept of organizational behavior	Introduction: Concept of organizational behavior – Learning Objectives, Nature, Role, importance, Emerging Challenges, Evolution.	Organisational Behavior by K.Asawathappa <i>Chapter-1</i> <i>Study Material-Module 1</i>	<i>International Academia:</i> MIT OpenCourseware <i>Industry Mapping:</i> Organizational Dynamics Workplace Behavior Corporate Culture	5	1. Case Study on concepts of organizational behavior.

2	Behavioral Dynamics	Personality: Learning Objectives, Nature, Theories, Shaping of Personalities Perception and Attribution: Meaning, Definitions, Influencing factors, Perceptual process	Organisational Behavior by K.Asawathappa <i>Chapter-6,7</i> <i>Study Material-Module 2</i>	<i>International Academia:</i> MIT OpenCourseWare <i>Industry Mapping:</i> Behavioral Dynamic, Personality Alignment, Perception Integration	5	2. Case Study on concepts of perceptions and personality differences
3	Learning cognition in organizations	Learning: Definition, Process, Cognitive theory of learning Attitudes: Definition, Objective, Nature, Components-ABC model, Formation, Function, Challenging attitudes	Organisational Behavior by K.Asawathappa <i>Chapter-8</i> <i>Study Material-Module 2</i>	<i>International Standards</i> MIT OpenCourseWare <i>Industry Mapping:</i> Learning Synergy Group Learning Dynamics Collaborative Learning	5	3. Case Study on concepts of learning
4	Group Dynamics	Group Dynamics: Definition, Objective, Types, Introduction to Group Development and Structuring.	Organisational Behavior by K.Asawathappa <i>Chapter-13</i> <i>Study Material-Module 2</i>	<i>International Standards</i> : MIT OpenCourseware <i>Industry Mapping:</i> Team Dynamics Group Interaction Collective Behavior	5	4. Case Study on concepts of group dynamics.

5	Power and conflict	Power and Political behavior: Definition, Power Dynamics, Sources, Power tactics, Essence of politics, Types of political activities Conflicts: Definition, Objective, Nature, Nature of conflicts, Process, levels	Organisational Behavior by K.Asawathappa Chapter-15 Study Material-Module 3	International Standards : MIT OpenCourseare Industry Mapping : Power Dynamics s Conflict Resolution n Influence Management	10	5. Case Study on concepts of power dynamics and conflict resolution in organizations.
6	Organizational Communication	Communication: Definition, Objective, Types of Interpersonal Communication, Influencing factors, Barriers. International Organizational Behavior.	Organisational Behavior by K.Asawathappa Chapter-18 Study Material-Module 4	International Standards: MIT OpenCourseware Industry Mapping : Corporate Communication Organizational Messaging Business Discourse	10	6. Case Study on concepts of organizational communication

Submitted by Prof. Suchana Roy, & Prof. Priyanka Singh, Dept. of BBA, IEM, Kolkata, Salt Lake Campus

TEXT BOOK:

[Organisational Behavior by K.Asawathappa](#) (Chapter-1, Chapter-6,7, Chapter-8, Chapter-13, Chapter-15, Chapter-18)

REFERENCE BOOKS:

1. [Organisational Behavior 18th edition by Neharika Vohra, Stephen P. Robbins & Timothy A. Judge](#)
2. [Organisational Behavior by L.M Prasad Sultan Chand and Sons](#)

Lesson plan

Module 1: Concept of organizational behavior 2nd Year, Sec A,B,C,D,E (Faculty: Prof. Priyanka Singh, Prof. Suchana Roy)

WORKING DAY	DAY	Lesson Plan - Description
1	1	Definition of Organizational Behavior (OB) Importance of OB in the workplace
2	2	Explore the history and evolution of OB Identify key OB theories
3	3	- Personality and perception in OB - Factors affecting individual behavior Motivation in the workplace
4	4	- Definition of organizational culture - Impact of culture on behavior Managing organizational change

Module 2: Behavioral Dynamic 2nd Year, Sec A,B,C,D,E (Faculty: Prof. Priyanka Singh, Prof. Suchana Roy)

WORKING DAY	DAY	Lesson Plan - Description
5	1	Introduction to Behavioral Dynamics
6	2	Factors Influencing Behavior
7	3	Personality and Behavioral Dynamics
8	4	Behavioral Change and Adaptation

Module 3: Learning cognition in organizations 2nd Year, Sec A,B,C,D,E (Faculty: Prof. Priyanka Singh, Prof. Suchana Roy)

WORKING DAY	DAY	Lesson Plan - Description
1	1	Introduction to Learning Cognition in Organizations
2	2	Theories of Cognitive Learning
3	3	Cognitive Styles and Learning in the Workplace
4	4	Cognitive Barriers to Learning in Organizations

Module 4: Group Dynamics 2nd Year, Sec A,B,C,D,E (Faculty: Prof. Priyanka Singh, Prof. Suchana Roy)

WORKING DAY	DAY	Lesson Plan - Description
4	1	Introduction to Group Dynamics
5	2	Objectives of Group Dynamics
6	3	Types of Groups and Introduction to Group Development
7	4	Learning Cognition in Organizations and Structuring of Groups

Module 5: Power and conflict 2nd Year, Sec A,B,C,D,E (Faculty: Prof. Priyanka Singh, Prof. Suchana Roy)

WORKING DAY	DAY	Lesson Plan - Description
1	1	Introduction to Power
2	2	Power Dynamics and Sources
3	3	Power Tactics and Essence of Politics
4	4	Conflict in Politics

Module 6: Organizational Communication 2nd Year, Sec A,B,C,D,E (Faculty: Prof. Priyanka Singh, Prof. Suchana Roy)

WORKING DAY	DAY	Lesson Plan - Description
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5	1	Introduction to Communication
6	2	Objective of Communication
7	3	Types of Interpersonal Communication & Influencing Factors
8	4	Barriers to Communication & International Organizational Behavior

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_qUeSiVTNh5OQ?e=MMQn40



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Syllabus and Lesson Plan for BBA Admission Batch 2024

Subject Name: Marketing Management Credit: 4 Lecture Hours: 40

Subject Code: BBABB202

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject:

1. Prof. (Dr.) Dibyendu Chattaraj
2. Prof. Sananda Halder

Pre-requisite: Basic Knowledge of Management

Course Objectives:

1. To develop an understanding of marketing management concepts and frameworks and to apply them to a new or existing business.
2. To illustrate the functionality and application of elements of Marketing Mix and selling propositions for specific product offerings and pricing objectives with respect to various strategies for integrated marketing communication and distribution networks.
3. To develop marketing strategies based on segmentation, target marketing, positioning by examining consumer behavior and sustainability.

4. To explore best practices in services marketing and advancements in the marketing focusing on applicability of AI & ML in marketing.

Course Outcomes:

CO 1: Students will learn the basic & fundamental concepts of Marketing and will also be able to outline key marketing concepts and its application to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.

CO 2: Students will be able to understand the suitable product, pricing, place, and promotion strategies for a firm to achieve the marketing objectives of the firm and the importance of integrated marketing communication and distribution strategies to achieve organizational goal.

CO 3: Students will be able to develop the ability to implement marketing knowledge and skills relevant to the corporate world and also understand the appropriate market segment for the products & services.

CO 4: Students will be able to develop and design effective marketing strategies for service firms by applying key marketing frameworks and tools based on AI & ML.

Relevant Links:

1. Link for Study Material: https://docs.google.com/document/d/1mSEvMkQXVxwFamaRfeCEDVTje_1eoL-YjWJnvhoCfKk/edit?usp=sharing

2. Link for NPTEL Course:

(Marketing Management – I by Prof. Jayanta Chatterjee & Prof. Shashi Shekhar Mishra, IIT Kanpur)

https://onlinecourses.nptel.ac.in/noc24_mg127/preview

3. Link for Coursera Course:

(Marketing Mix Implementation Specialization by IE University)

<https://www.coursera.org/programs/iem-faculty-learning-program-rtvr7/specializations/marketing-mix?source=search>

4. Link for LinkedIn Learning Course:

(Marketing Foundations with Marta Dapena-Baron)

https://www.linkedin.com/learning/marketing-foundations-17249206?trk=learning-course_related-content-card&upsellOrderOrigin=default_guest_learning

Detailed Syllabus:

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1.	Fundamentals of Marketing & its Environment	<p>Introduction to Marketing Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept;</p> <p>Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)</p>	<p>1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd) Chapters – 1, 2,4</p> <p>2. Marketing Management , Rajan Saxena, 16th Edition, Mc Graw Hill Chapters- 1,3</p>	<p>International Academia: MIT.Edu</p> <p>Industry Mapping: <i>Marketing Mix, SWOT analysis, PEST analysis, Porter's Five Force Model for Industry analysis, understanding the role of different market environment and creating strategy accordingly</i></p> <p>AICTE curriculum https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf</p>	10	<p>Case study on analyzing business markets.</p> <p>1. Case Title- Udaan (Kotler P., Keller K., et al. Chapter no-4, page no-101 to 103)</p> <p>2. Case Title- Salesforce.com (Kotler P., Keller K., et al. Chapter no-4, page no-103 to 104)</p>

2	Managing Marketing Mix	<p>Product – , Product Classification, Product Line Decision, Product Mix Decision, Concept of Product Life Cycle (PLC), PLC marketing strategies, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development.</p> <p>Price – Meaning – Objectives of pricing – Factors influencing pricing decisions – Methods of pricing, pricing strategies and adapting price.</p> <p>Promotion – Objectives & methods of promotion; Optimum promotion mix; Objectives & characteristics of promotion mix elements, Relative merits and limitations of promotion mix elements</p> <p>Place – Concept, role & types of distribution channels; Factors affecting choice of a distribution channel; Role of Intermediaries; Distribution Channel Management – VMS & HMS; Channel Conflict, Reverse supply chain concept</p>	<p>1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd. Chapters – 5,8,11</p> <p>2. Marketing Management , Rajan Saxena, 16th Edition, Mc Graw Hill Chapters- 10,11,14</p>	<p>International Academia: MIT.Edu</p> <p>Industry Mapping: <i>Product Life Cycle, Pricing Strategies, Promotional Mix Elements, Distribution channels and Intermediaries</i></p> <p>AICTE curriculum https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf</p>	14	<p>Case study on designing and managing products.</p> <p>1. Case Title- Casper (Kotler P., Keller K., et al. Chapter no-8, page no-189 to 190)</p> <p>2. Case Title- Toyota (Kotler P., Keller K., et al. Chapter no-8, page no-190 to 191)</p>
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3	STP for Competitive Advantage	<p>Market segmentation : concepts and importance; Bases for market segmentation;</p> <p>Target Marketing: Mass Marketing, Segment Marketing, Niche Marketing, Micro Marketing and Customization</p> <p>Positioning : Concept & importance of Positioning strategies</p> <p>Consumer Behavior: The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process and Traditional vs. Experiential Marketing's View of Customer</p>	<p>1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd. Chapters – 3,6,7,12,13</p> <p>2. Marketing Management , Rajan Saxena, 16th Edition, Mc Graw Hill Chapters- 6,7,5,15</p>	<p>International Standards MIT.Edu</p> <p>Industry Mapping: <i>Segmentation of markets, Targeting strategies, Positioning of products / services, understanding consumer decision making process and linking marketing strategy with that process.</i></p> <p>AICTE curriculum https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf</p>	9	<p>Case study on crafting a customer value proposition and positioning.</p> <p>1. Case Title- Lenskart (Kotler P., Keller K., et al. Chapter no-7, page no-167 to 169)</p> <p>2. Case Title- Unilever: Axe and Dove (Kotler P., Keller K., et al. Chapter no-7, page no-166 to 167)</p>
4	Services Marketing & Advancement in marketing	<p>Marketing of Services: Unique characteristics of services, marketing strategies for service firms – 7Ps.</p> <p>Contemporary issues in Marketing: E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).</p> <p>Introduction to AI & ML in</p>	<p>1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd. Chapters – 12,13,21</p>	<p>International Standards MIT.Edu</p> <p>Industry Mapping: <i>Introduction to AI in marketing, email marketing, content creation using AI, social media marketing.</i></p>	7	<p>Case study on designing an integrated marketing campaign in the digital age.</p> <p>1. Case Title- Burger King (Kotler., et al. Chapter no-13, page no-312 to 313)</p>

		marketing: AI powered marketing automation, Email marketing, social media marketing, AI generated content, Case studies and hands-on experience.	2. Marketing Management , Rajan Saxena, 16 th Edition, Mc Graw Hill Chapters- 27	<i>AICTE curriculum</i> https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		2. Case Title- Accor Hotels (Kotler et al. Chapter no-13, page no-313 to 314)
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Lesson Plan:

Module 1: Fundamentals of Marketing & its Environment

WORKING DAY	DAY	LESSON PLAN - DESCRIPTION
1	Day-1	Syllabus Discussion, Nature of Marketing,
2	Day-2	Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts;
3	Day-3	Company orientation - Production concept, Product concept, selling concept,
4	Day-4	Marketing concept, Holistic marketing concept,
5	Day-5	Case Study Discussion
6	Day-6	Marketing Environment Analysis-PEST Analysis, Demographic, Economic, Political, Legal,
7	Day-7	Socio cultural, Technological environment (Indian context), Market and competition analysis, SWOT
8	Day-8	Market Analysis and Creating and Delivering Customer Value.
9	Day-9	Types of marketing (B2C, B2G, B2B, C2C)
10	Day-10	Case Study Discussions.

Module 2: Managing Marketing Mix

WORKING DAY	DAY	LESSON PLAN - DESCRIPTION
11	Day-11	Product Classification, Product Line Decision,
12	Day-12	Product Mix Decision, Branding Decisions,
13	Day-13	Concept of Product Life Cycle (PLC), PLC marketing strategies

14	Day-14	Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix.
15	Day-15	Introduction to Brand Management and Innovation and New Product Development
16	Day-16	Case study discussion.
17	Day-17	Objectives of pricing – Factors influencing pricing
18	Day-18	Methods of pricing,
19	Day-19	Pricing strategies and adapting price.
20	Day-20	Objectives & methods of promotion; Optimum promotion mix; Objectives & characteristics of promotion mix elements
21	Day-21	Relative merits and limitations of promotion mix elements
22	Day-22	Concept, role & types of distribution channels; Factors affecting choice of a distribution channel; Role of Intermediaries;
23	Day-23	Distribution Channel Management – VMS & HMS; Channel Conflict, Reverse supply chain concept
24	Day-24	Case Study Discussion

Module 3: STP for Competitive Advantage

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
25	Day-25	Concepts and importance; Bases for market segmentation;
26	Day-26	Case Study Discussion
27	Day-27	Mass Marketing, Segment Marketing, Niche Marketing, Micro Marketing and Customization
28	Day-28	Case Study Discussion
29	Day-29	Concept & importance of Positioning strategies
30	Day-30	Case Study Discussion
31	Day-31	The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior,
32	Day-32	Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context
33	Day-33	Consumer Buying Decision Process and Traditional vs. Experiential Marketing's View of Customer

Module 4: Services Marketing & Advancement in marketing

WORKING DAY	DAY	LESSON PLAN - DESCRIPTION
34	Day-34	Unique characteristics of services, marketing strategies for service firms – 7Ps
35	Day-35	E-commerce, Digital Marketing, Ethics and social responsibility in Marketing
36	Day-36	Integrated Marketing, Online Payments
37	Day-37	Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only)
38	Day-38	Case study discussion.
39	Day-39	AI powered marketing automation, Email marketing, social media marketing, AI generated content
40	Day-40	Case studies.

Text Books:

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd. (Chapters: 1,2,3,4,5,6,7,8,11,12,13,21)
2. Saxena R. Marketing Management, 6th Edition (Chapters: 1,3,5,6,7,10,11,14,15,27)

Reference Books:

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri (17th Edition)
2. Marketing Management, Tapan K Panda, 3rd Edition

Question Paper Pattern and Dates:

EXAMINATION	DATES	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
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<https://drive.google.com/file/d/1AzHyxcBHgzzqr5AA3BMCs357Jke-jcRW/view?usp=sharing>



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Subject Name: Marketing Management-Laboratory Credit: 2 Lecture Hours: 20

Subject Code: BBABB291

Module number	Topic	Sub-topics	TextBook	Mapping with Industry and International Academia	Lecture Hours
1	Module I: Project - I	Project on Marketing Analytics Using Excel <ul style="list-style-type: none"> • Questionnaire Framing • Data Collection from Market • Codification of data • Analysis & • Data Visualization using Excel 	Marketing Analytics; Semma Gupta & Avadhoot Jathar, Willey Analytics Series for Management Chapter- 1,2,3,12	International Standards: https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/ Industry Mapping: <i>Understanding questionnaire framing and data collection for taking customer feedback on different products and analyzing them for betterment of the product and services.</i>	10 Hours
2	Module II: Project - II	Project on Marketing Analytics Using SPSS <ul style="list-style-type: none"> • Questionnaire Framing • Data Collection from Market • Codification of data • Missing data Analysis • Analysis & • Data Visualization using SPSS 	Marketing Analytics, Semma Gupta & Avadhoot Jathar, Willey Analytics Series for Management Chapter- 1,2,3,12	International Standards: https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/ Industry Mapping: <i>Customer data analysis using SPSS to study indepth of the customer feedback and future research & development.</i>	10 Hours

Suggested Readings: 1. Marketing Analytics; Seema Gupta & Avadhoot Jathar, Wille analytics Series for Management (Chapters: 1,2,3,12)



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Syllabus for BBA Admission Batch 2024

Subject Name: BUSINESS ECONOMICS II Credit: 4 Lecture Hours: 40

Subject Code: BBABB203

[Study Material](#)

[Coursera](#)

[NPTEL](#)

[LinkedIn Learning](#)

Course Objective:

1. To demonstrate the concepts of national income accounting with all the measurement parameters.
2. To understand the concept of IS-LM Curves model with the reference of different government policies.
3. To determine the concept of Inflation, Unemployment and their trade-off, Phillips curve.
4. To make student understand the role of money, the role of central bank in an economy, different methods of credit control.

.Course Outcome:

CO 1: Students would be able to understand the fundamental concept of national income accounting, it's measurement, Some numerical problems of calculation of national income.

CO 2: Students would be able to understand the concept of IS-LM Curves model with the reference of different government policies.

CO 3: Students will be able to understand the concept of Inflation, Unemployment and their trade-off, Phillips curve, Friedman's View regarding

Phillips Curve.

CO 4: Students will be able to understand the role of money, the role of central bank in an economy, different methods of credit control.

Module number	Topic	Sub-topics	TextBook	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab / Case-Study Assignment
1	Circular Flow of Income & National Income Accounting	Meaning of national income, Circular flow of income, National income and national product, Concept of national income: GNP, NNP, NNP _{FC} , Personal and disposable personal income, Measurement of national income, Value added method, Expenditure method, Income method, Difficulties in the measurement of national income, Nominal GDP and Real GNP, Some numerical problems of calculation of national income.	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter – 2 2. Study Material – Module 1	International Academia: https://ocw.mit.edu/courses/15-015-macro-and-international-economics-fall-2011/resources/mit15_015f11 Lec01/ https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture2/ Industry Mapping: Concept of national income: GNP, NNP, NNP _{FC} , Nominal GDP and Real GNP	10 Hours	Case study presentation: 1. International differences in GDP & the quality of life. 2. Why should policy makers care about GDP.
2	The Classical Full-Employment Model	Economy in the Long Run : The Full-Employment Model— Classical Theory of Income and Employment : Introductory Analysis—Say's Law and Classical	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand	International Standards Macroeconomics: Foundations and	10 Hours	Case study presentation: 1. The history of US-government debt

	<p>Determination of National Income: Keynes's Simple Two-Sector Model</p> <p>Consumption Function</p>	<p>Theory—Wage-Price Flexibility and Full-Employment</p> <p>Introduction—Aggregate Expenditure —Aggregate Output and 45° Income Line —Determination of the Equilibrium Level of National Income— Principle of Effective Demand—Determination of National Income: Saving-Investment-approach-Equilibrium Level of National Income</p> <p>The concept of consumption function and its features, Average and marginal propensity to consume, saving function: Average propensity to save and marginal propensity to save.</p>	<p>Publication</p> <p>Chapter - 3, 5, 6</p> <p>2. Study Material – Module 2</p>	<p>Insights Coursera</p> <p>:(https://web.stanford.edu/class/archive/e/e/ee108a/ee108a.1082/schedule.html)</p> <p><i>Industry Mapping:</i> Basic understanding of income determination</p> <p>Consumption pattern of different consumers.</p>		
3	IS-LM Curves Model	<p>The goods market and money market: Links between them, Goods market equilibrium: The LM curve, Shift in the LM curve, Intersection of the IS and LM curves: The simultaneous equilibrium of goods and money market.</p>	<p>1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication</p> <p>Chapter - 12, 13</p> <p>2. Study Material – Module 3</p>	<p>International Standards : https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture5/</p> <p>https://ocw.mit.edu/courses/14-02-</p>	10 Hours	<p>Case study presentation:</p> <ol style="list-style-type: none"> 1. Different monetary & fiscal policy measures taken by government in different countries to stabilize the economy. 2. Inflation is good or bad? 3. Measures to eradicate recent inflation rate in

	Inflation-Unemployment Tradeoff	Introduction, Definition of inflation, Kinds of inflation, effects of inflation, Policy measures to control inflation. Concept of Stagflation. Inflation and Unemployment—Phillips Curve		principles-of-macroeconomics-fall-2004/resources/lecture15/ Industry Mapping: Linkage between the commodity market and money market, understanding the effective policy measures to cure inflation in an economy.		India.
4	Money: Nature, Functions and Role Central Banking	Definition of Money—Functions of Money The Principle of Central Banking— Functions of Central Bank—Methods of Credit Control—Bank Rate Policy—Limitations of Bank Rate Policy—Open Market Operations—Limitations of Open Market Operations, CRR.	1. Macro Economics, Theory and Policy, H.L.Ahuja, S. Chand Publication Chapter - 17, 19 2. Study Material – Module 4	International Standards : Banking and Financial Institutions Coursera Industry Mapping: Role of Money in an economy, Idea about different instruments of monetary policy.	10 Hours	Case study presentation: 1. Regulatory measures taken by RBI to control the money market.

Submitted by Debarati Ghosh, Peu Das, Sukla Samajpati, IEM Saltlake campus

TextBook:

MACROECONOMICS Theory and Policy, H L AHUJA, S CHAND PUBLICATION (**Chapter – 2, 3, 5, 6, 12, 13, 17, 19**)

Reference Books:

Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap



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: BUSINESS ECONOMICS II-LABORATORY Credit: 2 Lecture Hours: 20

Subject Code: BBABB292

Module number	Topic	Sub-topics	TextBook	Mapping with Industry and International Academia	Lecture Hours
1	Module I:	<ul style="list-style-type: none">• Circular Flow of Income-National Income & National Product• GDP as a measure of social welfare• Saving-investment approach <p style="text-align: center;">Data analysis using advanced technologies</p>	Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap	International Standards: https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture2/ Industry Mapping: National Income Accounting	8 Hours
2	Module II:	<ul style="list-style-type: none">• Concepts of consumption function• Effectiveness of monetary & fiscal policy• Relationship between inflation & unemployment <p style="text-align: center;">Data analysis using advanced technologies</p>	Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap	International Standards: https://ocw.mit.edu/courses/14-02-principles-of-macroeconomics-fall-2004/resources/lecture15/ Industry Mapping: Understanding the operations of monetary and fiscal policy tools to influence a country's economy.	7 Hours

3	Module III:	<ul style="list-style-type: none"> Regulatory measures of central bank of India Data analysis using advanced technologies 	Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap	International Standards : Banking and Financial Institutions Coursera Industry Mapping: Knowledge on different instruments of monetary policy.	5 Hours
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Suggested Readings: Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap

Lesson Plan:

Module 1: Circular Flow of Income & National Income Accounting

WORKING DAY	LESSON PLAN – DESCRIPTION
1	Brief idea about Macro Economics. Distinction between Micro Economics and Macro Economics .Explanation of important terminologies .Meaning of N .I .Circular flow of income
2	National income and National product .concept of GNP , NNP ,Personal and disposable Personal income .,Measurement of NI .
3	Value Added method Income method and Expenditure method
4	Difficulties in the measurement of NI ,Nominal GDP and Real GDP. Numerical problems
5	Practical
6	Practical
Module 2: The Classical Full-Employment Model, Determination of National Income: Keynes's Simple Two-Sector Model, Consumption Function	
7	Full employment model Classical theory Wage price flexibility and Full employment .
8	Determination of NI Keynes 's simple 2 sector model Introduction Agg .Expenditure ,Agg. Output and 45 ° income line .,Equilibrium level of NI .
9	Effective demand ,Determination of equilibrium level of NI by Savings Investment approach .
10	Consumption Function .concept and its features ,Av .Propensity to consume and Marginal Propensity to consume .Av ,Propensity to save and Marginal Propensity to save .
11	Practical
12	Practical

Module 3: IS-LM Curves Model, Inflation- Unemployment Tradeoff	
13	IS --LM Model The goods market and money market .Link between them .Goods market equilibrium
14	Shift in the LM curve .Intersection of the 2 curves. The simultaneous equilibrium of goods and money market .
15	Inflation ,unemployment trade off . Definition of Inflation kinds of Inflation .
16	Effects of Inflation ,Policy measures to control Inflation
17	Practical
18	Practical
19	Concept of stagflation. Nature and significance
20	Inflation and unemployment. Phillips curve .
Module 4: Money: Nature, Functions and Role of Central Banking	
21	Money,Nature, Functions and Role Brief description of them
22	Definitions of money. Different Functions of money .
23	Practical
24	Practical
25	REVISION
26	Central Banking The principle of Central Banking. Functions of Central Bank
27	Concept of credit and control of credit
28	Methods of credit control .Bank rate policy .Limitations of Bank rate policy .
29	Practical
30	Practical

31	Open market operations .Limitations of open market operations .
32	Cash Reserve Ratio. Explanation and Limitations of the method ,as an effective method to control credit by the Reserve Bank Of India .
33	Revision of the entire syllabus as well as clearing of doubts
34	Revision of the entire syllabus as well as clearing of doubts
35	Revision of the entire syllabus as well as clearing of doubts,

TextBook:

MACROECONOMICS Theory and Policy, H L AHUJA, S CHAND PUBLICATION

Reference Books:

Principles of Macroeconomics, N. Gregory Mankiw, Eighth Edition, Cengage MindTap

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2 × 5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5 × 2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10 × 1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2 × 5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5 × 2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10 × 1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2 × 10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5 × 6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10 × 5)	100

Examination Rules & Regulations:

https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_qUeSiVTNh5OO?e=MMQn40



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 and Lesson Plan for BBA Admission Batch 2024

Subject Name: Business Communication-II

Credit: 4

Lecture Hours: 40

Subject Code: BBABB204

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject –

1. Prof. Suchana Roy

Pre-requisite: Basic Communication Skills, Basic English

COURSE OBJECTIVES:

1. To understand the concept, process, and importance of business communication with a strategic imperative.
2. To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills
3. To train students to acquire and master intra and inter-organizational communication
4. To train students for communicating effectively for the purpose of gaining employment.

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.

Relevant Links:

1. Link for Study Material:

https://iemcollege-my.sharepoint.com/:b/g/personal/suchana_roy_iem_edu_in/ERFg6HJhP19AIYdJxOKGyxUBsKyN478eNZnfekFoSCMxJA?e=yxv33X

2. Link for NPTEL Course:

<https://npTEL.ac.in/courses/110105052>

3. Link for Coursera Course: (FPGA Design for Embedded Systems Specialization by University of Colorado Boulder)

<https://www.coursera.org/specializations/business-communication>

4. Link for LinkedIn Learning Course:

<https://www.linkedin.com/learning/paths/linkedin-learning-essential-business-communication-skills-professional-certificate?accountId=229219690&u=229219690&success=true&authUUID=FIQWfDeTDiCYfiBrmCF%2FA%3D%3D>

Detailed Syllabus:

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Basics of Communication	<ul style="list-style-type: none"> • 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	<i>International Academia: MIT.Edu</i> <i>Industry Mapping: Communication Protocols, Content Strategy, Information Architecture</i>	12	1. Case Study Module 1 B Com.pdf
2	Communication in Business Environment	<ul style="list-style-type: none"> • The process of communication: Linear concept, The Shannon-Weaver Model 	The Art and Science of Business Communication: Skills, Concepts,	<i>International Academia: MIT.Edu</i> <i>Industry Mapping:</i>	12	2. Case Study Module 2 B Com.pdf

		<ul style="list-style-type: none"> • The two way communication process • Conditions for successful communication • The seven C's of communication • Universal elements in communication 	Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter - 2	<i>Signal Transmission Model, Interactive Communication Strategy, Communication Management Plan, Content Marketing Framework</i>		
3	Writing Skills	<ul style="list-style-type: none"> • 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	<i>International Standards MIT.Edu</i> <i>Industry Mapping: Talent Acquisition Strategy, Personal Branding Narrative, Entry-Level Skills Profile, Data-Driven Analysis & Recommendations</i>	12	3. Case Study Module 3 B Com.pdf
4	Communications for Effective Marketing	<ul style="list-style-type: none"> • Objectives of Marketing Communication, • Tools of Marketing Communication, • Some new Tools of Marketing Communication • Consumer, Industrial and Trade Marketing Communication, 	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter - 17	<i>International Standards MIT.Edu</i> <i>Industry Marketing Campaign Goals Mapping, Marketing Mix Optimization, Emerging Marketing Channels, Target Audience Segmentation, Brand Reputation Management</i>	12	4. Case Study Module 4 B Com.pdf

		<ul style="list-style-type: none"> • Institutional and Corporate Marketing Communication, • Marketing Communication Continuum, • Integrated Marketing Communications 				
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Lesson Plan:

Module 1: Cross-Cultural Communication: 1st Year,Sec A (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	Syllabus Discussion and Introduction to Globalization and Intercultural Communication.
2	2	Understanding "The New Global Mantra".
3	3	Discussion on Cultural Sensitivity.
4	4	Developing Cultural Intelligence.
5	5	Examples of Cultural Diversity.
6	6	Guidelines for Intercultural Communication.
7	7	E-Mail and Intercultural Communication.
8	8	Introduction to Leadership Communication and Overview

Module 1: Cross-Cultural Communication: 1st Year,Sec B (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	Syllabus Discussion and Introduction to Globalization and Intercultural Communication.
2	2	Understanding "The New Global Mantra".

3	3	Discussion on Cultural Sensitivity.
4	4	Developing Cultural Intelligence.
5	5	Examples of Cultural Diversity.
6	6	Guidelines for Intercultural Communication.
7	7	E-Mail and Intercultural Communication.
8	8	Introduction to Leadership Communication and Overview

Module 1: Cross-Cultural Communication: 1st Year,Sec C (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	Syllabus Discussion and Introduction to Globalization and Intercultural Communication.
2	2	Understanding "The New Global Mantra".
3	3	Discussion on Cultural Sensitivity.
4	4	Developing Cultural Intelligence.
5	5	Examples of Cultural Diversity.
6	6	Guidelines for Intercultural Communication.
7	7	E-Mail and Intercultural Communication.
8	8	Introduction to Leadership Communication and Overview

Module 2: Leadership Communication: 1st Year,Sec A (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	What is Leadership Communication.
2	2	What is Leadership.
3	3	Leadership Theories (Part 1).
4	4	Leadership Theories (Part 2).
5	5	Top of Form - Understanding Leadership Styles.
6	6	Applying Leadership Communication in Real Scenarios.

Module 2: Leadership Communication: 1st Year,Sec B (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	What is Leadership Communication.

2	2	What is Leadership.
3	3	Leadership Theories (Part 1).
4	4	Leadership Theories (Part 2).
5	5	Top of Form - Understanding Leadership Styles.
6	6	Applying Leadership Communication in Real Scenarios.
7	7	Presentation Class
8	8	Presentation Class
9	9	Presentation Class
10	10	Presentation Class
11	11	Presentation Class
12	12	Presentation Class

Module 2: Leadership Communication: 1st Year,Sec C (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	What is Leadership Communication.
2	2	What is Leadership.
3	3	Leadership Theories (Part 1).
4	4	Leadership Theories (Part 2).
5	5	Top of Form - Understanding Leadership Styles.
6	6	Applying Leadership Communication in Real Scenarios.

Module 3: Communication for Effective Negotiations: 1st Year,Sec A (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	Introduction to Module 3: Communication for Effective Negotiations. What is negotiation?
2	2	The Nature of Negotiation: Understanding the dynamics and types of negotiations.
3	3	The Need for Negotiation: Importance of negotiation in professional and personal contexts.
4	4	Factors Affecting Negotiation: Identifying internal and external factors that influence negotiations.
5	5	Stages in the Negotiation Process: Exploring the phases such as preparation, bargaining, and closing.
6	6	Negotiation Strategies: Exploring various strategies and techniques for successful negotiations.
7	7	Review and Case Studies on Communication for Effective Negotiations: Practical application of negotiation concepts.

Module 3: Communication for Effective Negotiations: 1st Year,Sec B (Faculty : Prof. Suchana Roy)

WORKING DAY	DATE	LESSON PLAN – DESCRIPTION
1	1	Introduction to Module 3: Communication for Effective Negotiations. What is negotiation?
2	2	The Nature of Negotiation: Understanding the dynamics and types of negotiations.
3	3	The Need for Negotiation: Importance of negotiation in professional and personal contexts.
4	4	Factors Affecting Negotiation: Identifying internal and external factors that influence negotiations.
5	5	Stages in the Negotiation Process: Exploring the phases such as preparation, bargaining, and closing.
6	6	Negotiation Strategies: Exploring various strategies and techniques for successful negotiations.
7	7	Review and Case Studies on Communication for Effective Negotiations: Practical application of negotiation concepts.

Module 3: Communication for Effective Negotiations: 1st Year,Sec C (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	Introduction to Module 3: Communication for Effective Negotiations. What is negotiation?
2	2	The Nature of Negotiation: Understanding the dynamics and types of negotiations.
3	3	The Need for Negotiation: Importance of negotiation in professional and personal contexts.
4	4	Factors Affecting Negotiation: Identifying internal and external factors that influence negotiations.
5	5	Stages in the Negotiation Process: Exploring the phases such as preparation, bargaining, and closing.
6	6	Negotiation Strategies: Exploring various strategies and techniques for successful negotiations.
7	7	Review and Case Studies on Communication for Effective Negotiations: Practical application of negotiation concepts.

Module 4: Communication for Effective Negotiations: 1st Year,Sec A (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	Introduction to Module 4: Social Media – Overview of social media's role in communication.
2	2	The Age of Internet Communication Tools: Impact of internet tools on communication methods.
3	3	What Does Social Media Mean? Definition and significance in business and personal communication.
4	4	Characteristics of Social Media: Understanding the key features of social media platforms.
5	5	Classification of Social Media: Differentiating between types of social media.
6	6	Nature and Scope of Six Types of Social Media: In-depth analysis of six major social media types.
7	7	Purpose of Choosing the Most Suitable Social Media: How to select the right platform based on communication goals.

Module 4: Communication for Effective Negotiations: 1st Year,Sec B (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	Introduction to Module 4: Social Media – Overview of social media's role in communication.
2	2	The Age of Internet Communication Tools: Impact of internet tools on communication methods.
3	3	What Does Social Media Mean? Definition and significance in business and personal communication.
4	4	Characteristics of Social Media: Understanding the key features of social media platforms.

5	5	Classification of Social Media: Differentiating between types of social media.
6	6	Nature and Scope of Six Types of Social Media: In-depth analysis of six major social media types.
7	7	Purpose of Choosing the Most Suitable Social Media: How to select the right platform based on communication goals.

Module 4: Communication for Effective Negotiations: 1st Year, Sec C (Faculty : Prof. Suchana Roy)

WORKING DAY	DATE	LESSON PLAN – DESCRIPTION
1	1	Introduction to Module 4: Social Media – Overview of social media's role in communication.
2	2	The Age of Internet Communication Tools: Impact of internet tools on communication methods.
3	3	What Does Social Media Mean? Definition and significance in business and personal communication.
4	4	Characteristics of Social Media: Understanding the key features of social media platforms.
5	5	Classification of Social Media: Differentiating between types of social media.
6	6	Nature and Scope of Six Types of Social Media: In-depth analysis of six major social media types.
7	7	Purpose of Choosing the Most Suitable Social Media: How to select the right platform based on communication goals.

Module 1,2,3,4 : 2nd Year, Sec A (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
2	2	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
3	3	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
4	4	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
5	5	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
6	6	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
7	7	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
8	8	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
1	1	Final Presentation Class – Review and feedback for Module 1, 2, 3, and 4.
2	2	Final Presentation Class – Review and feedback for Module 1, 2, 3, and 4.
3	3	Final Presentation – Final review and feedback for all students.
4	4	Final Presentation – Final feedback and wrap-up.

Module 1,2,3,4 : 2nd Year, Sec B (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.

2	2	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
3	3	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
4	4	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
5	5	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
6	6	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
7	7	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
8	8	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
9	9	Final Presentation Class – Review and feedback for Module 1, 2, 3, and 4.
10	10	Final Presentation Class – Review and feedback for Module 1, 2, 3, and 4.

11	11	Final Presentation – Final review and feedback for all students.
12	12	Final Presentation – Final feedback and wrap-up.

Module 1,2,3,4 : 2nd Year,Sec C (Faculty : Prof. Suchana Roy)

WORKING DAY	DAY	LESSON PLAN – DESCRIPTION
1	1	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
2	2	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
3	3	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
4	4	Presentation Class – Module 1: Introduction to Business Communication & Module 2: Communication Barriers.
5	5	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
6	6	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
7	7	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
8	8	Presentation Class – Module 3: Communication for Effective Negotiations & Module 4: Social Media.
9	9	Final Presentation Class – Review and feedback for Module 1, 2, 3, and 4.
10	10	Final Presentation Class – Review and feedback for Module 1, 2, 3, and 4.
11	11	Final Presentation – Final review and feedback for all students.
12	12	Final Presentation – Final feedback and wrap-up.

TEXTBOOK:

1. [The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON \(Chapter 11,24,21,12\)](#)

Reference Book:

1. [Business Communication: From Principles to Practice Paperback by Matthukutty M. Monippally McGeawHill](#)

2. [Business Communication Today | Fortheenth Edition | By Pearson](#)
3. [Business Communication 2E Paperback – Minakshi Raman, Oxford Publication](#)

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

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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: Operations Research

Credit: 4

Lecture Hours: 40

Subject Code: BBABB205

[Study Material](#)

[NPTEL](#)

[LinkedIn Learning](#)

[Coursera](#)

Course Objective:

1. Understand the optimization method
2. To evaluate the reliability and validity of a measuring
3. Apply the method to other Real life Problem
4. Use various technique like game theory, LPP in real life problem.

Course Outcome:

CO1 Understand the LPP problem & Solution using Graphical method
CO2 Understand the concept of feasible solution, Simplex method & Duality
CO3 Understand Transportation & Assignment problem
CO4 Understand game theory & basic notion of network analysis

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab / Case-Study Assignment
1	Module I:	Linear Programming Problems (LPP): Basic LPP and Applications; Various Components of LP Problem Formulation; Solution of Linear Programming Problems: Solution of LPP: Using Graphical Method	<i>1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library</i> (Chapter – 1)	<i>International Standards:</i> https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/resources/mit15_053s13_lec2/ <i>Industry Mapping:</i> Production scheduling, inventory policies.	10 Hours	Forming mathematical models from business case studies
2	Module II:	Definitions: Feasible Solution, Basic and non-basic Variables, Basic Feasible Solution, Degenerate and Non-Degenerate Solution, Solution of LPP by Simplex Method, Big-M; Duality Theory (Primal to dual & vice versa-Simple example).	<i>1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library</i> (Chapter – 4, 5,7)	<i>International Standards</i> https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/resources/mit15_053s13_lec4/ <i>Industry Mapping:</i> Solution of Business problems using mathematical model.	10 Hours	Solution of Business Optimization Models QM for Windows/MATLAB.
3	Module III:	Transportation problem - Introduction; Computational procedure; concept of basic feasible solution; Optimality test for basic feasible solution; Assignment problem - Mathematical Formulation of the problem; Computational procedure	<i>1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library</i> (Chapter – 8)	<i>International Standards :</i> https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/ <i>Industry Mapping:</i> Defining an optimal strategy for distributing several supply centers to minimize the cost and time.	10 Hours	Application of TP & AP in various Business Models using QM for Windows

						ws/MA TLAB
4	Module IV:	Game Theory: Introduction; 2-Person Zero-sum Game; Saddle Point; Mini-Max and Maxi-Min Theorems (statement only) and problems; Games without Saddle Point; Graphical Method; Principle of Dominance	1. Linear Programming and Game Theory – Chakravorty & Ghosh, Moulik Library (Chapter – 9)	International Standards : https://ocw.mit.edu/courses/15-053-optimization-methods-in-management-science-spring-2013/resources/mit15_053s13_lec7/ Industry Mapping: To help you predict what other people may do in situations where the outcomes are unclear.	10 Hours	Game theory case studies

Submitted by Sreeparna Guha, Peu Das, IEM Saltlake campus

TEXTBOOK: 1. LPP & Game Theory by Ghosh & Chakraboty, Moulik Library (Chapter – 1,4,5,7,8,9)

Reference: 1. Linear Programming and Game Theory by Sanyal & Das

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB204.1	3	2	3			3		
BBABB204.2	3	2	3			3		
BBABB204.3	3	2	3			3		
BBABB204.4	3	2	3			3		

PO & PI Mapping:

PO1: Assessment of Choices	
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,

1.2 Demonstrate competencies in evaluation of each of the alternatives	1.1.2. ability to take into consideration minute details and factors that influence a business. 1.2.1 Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business.
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PO2: Identification of the Nature of a Problem Area

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 contribute towards problem solving methods, 2.1.2 understanding a problem or issue belong to which of the specialized areas-Finance, HR or marketing. 2.2.1 To be able to identify the different factors that influence the business.
	2.1.3

PO3: Decision Making Skills

Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1 Capability of implementation of a decision after proper assessment, 3.1.2 Follow up the changes that are occurring due to the implementation

PO6: Integration of Functions

Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps.	6.1.1 Continuation of Professional development and observation skills 6.1.2 Using rational approach towards an issue.

Lesson plan

Module 1, Section A/B/C, Faculty Name: Prof. Sreeparna Guha

WORKING DAY	DAY	Lesson Plan - Description
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1	1	Introduction to Linear Programming Problems (LPP): Overview of LPP, importance, and applications in real-life scenarios. Definitions of objective function, constraints, and decision variables.
2	2	Components of Linear Programming Problem: Explanation of key components: objective function, constraints, decision variables, feasible region, and optimal solution. Examples of LP problem formulation.
3	3	Formulating Linear Programming Problems: Step-by-step guidance on formulating real-life problems as LPP. Solving simple examples. Class practice with guided solutions.
4	4	Basic Applications of LPP: Introduction to various applications of LPP in industries (e.g., resource allocation, production planning). Group discussion and examples.
5	5	Graphical Method - Part 1: Introduction to the graphical method for solving LPP. Explanation of constraints, plotting on a graph, and identifying the feasible region. Hands-on examples.
6	6	Graphical Method - Part 2: Solving LPP using the graphical method. Finding the optimal solution (maximum/minimum value) by testing corner points. Practice problems in class.
7	7	Class Practice and Problem-Solving: Extensive practice on formulating LPP and solving problems using the graphical method. Doubt clearing session.
8	8	Revision of Key Topics: Quick recap of LPP formulation, graphical method, and applications. Solving questions from previous sessions.
9	9	Practice Assessment: Conduct an assessment to evaluate students' understanding of LPP formulation and solving using the graphical method. Feedback session.
10	10	Doubt Clearing and Final Revision: Address any remaining doubts, discuss common mistakes, and revise all major concepts and problem-solving methods. Wrap-up session.

Module 2, Section A/B/C, Faculty Name: Prof. Sreeparna Guha

WORKING DAY	DAY	Lesson Plan - Description
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11	1	Introduction to Linear Programming Problems (LPP): Definition and explanation of Feasible Solution. Discuss with real-life examples to clarify the concept.
12	2	Basic and Non-Basic Variables: Define basic and non-basic variables. Explain their roles in LPP and provide illustrative examples to solidify understanding.
13	3	Basic Feasible Solution (BFS): Explain BFS and its significance in the solution process of LPP. Use step-by-step examples to identify BFS.
14	4	Degenerate and Non-Degenerate Solutions: Define and differentiate degenerate and non-degenerate solutions. Provide numerical examples to demonstrate the concepts.
15	5	Introduction to Simplex Method: Explain the purpose of the Simplex Method and the step-by-step approach to solving LPP. Work on a basic problem.
16	6	Solution of LPP by Simplex Method (Part 1): Solve a simple LPP example using the Simplex Method. Highlight basic feasible solutions during the process.
17	7	Solution of LPP by Simplex Method (Part 2): Solve another example to reinforce the steps of the Simplex Method and address student queries.
18	8	Big-M Method: Introduce the Big-M method for handling constraints with artificial variables. Solve a numerical example step-by-step.
19	9	Duality Theory (Primal to Dual): Explain the concept of duality theory. Teach how to convert a primal problem to its dual form using a simple example.
20	10	Duality Theory (Dual to Primal): Demonstrate how to derive the primal problem from a dual problem using an example. Review all topics covered and conduct Q&A.

Module 3, Section A/B/C, Faculty Prof. Peu Das

WORKING DAY	DAY	Lesson Plan - Description
1	1	Introduction to Transportation Problem: Define transportation problem, discuss its importance, applications, and components (supply, demand, and costs).
2	2	Computational Procedure of Transportation Problem (Part 1): Explain the formulation of the transportation problem and discuss the matrix representation. Solve a small example step-by-step.
3	3	Computational Procedure of Transportation Problem (Part 2): Introduce methods for finding the initial Basic Feasible Solution (BFS) – North-West Corner Rule. Solve examples using this method.
4	4	Basic Feasible Solution (BFS) - Methods: Teach the Least Cost Method and Vogel's Approximation Method (VAM) for finding the BFS. Solve problems using these methods.
5	5	Optimality Test for Basic Feasible Solution (Part 1): Explain the need for an optimality test. Introduce the MODI (Modified Distribution) Method and the concept of optimality conditions.
6	6	Optimality Test for Basic Feasible Solution (Part 2): Solve a complete transportation problem using BFS (VAM) and check for optimality using the MODI method.
7	7	Introduction to Assignment Problem: Define the assignment problem, discuss its mathematical structure, and explain its applications in real-world scenarios.
8	8	Mathematical Formulation of Assignment Problem: Formulate the assignment problem as a special case of the transportation problem. Provide a simple example for clarity.
9	9	Computational Procedure of Assignment Problem (Part 1): Teach the Hungarian Method for solving assignment problems. Demonstrate each step with an example.
10	10	Computational Procedure of Assignment Problem (Part 2): Solve additional examples using the Hungarian Method. Conduct a review of all topics and address student queries.

Module 4, Section A/B/C, Faculty: Prof. Peu Das

WORKING DAY	DAY	Lesson Plan - Description
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11	1	Introduction to Game Theory: Define Game Theory, its significance, and real-world applications. Discuss basic terminologies like players, strategies, and payoffs.
12	2	2-Person Zero-Sum Game: Explain the concept of 2-person zero-sum games. Discuss how gains for one player result in losses for the other. Provide examples.
13	3	Saddle Point: Define the concept of a saddle point. Teach how to determine the saddle point in a payoff matrix. Solve simple examples.
14	4	Mini-Max and Maxi-Min Theorems: Explain the Mini-Max and Maxi-Min theorems (statement only). Solve problems to identify mini-max and maxi-min values.
15	5	Problems on Saddle Point: Solve numerical problems to determine saddle points, if they exist. Reinforce concepts with practice exercises.
16	6	Games Without Saddle Point: Introduce games where a saddle point does not exist. Explain the need for mixed strategies to determine optimal solutions.
17	7	Graphical Method (Part 1): Explain the graphical method for solving 2x2 and 2xn games without a saddle point. Demonstrate steps with simple examples.
18	8	Graphical Method (Part 2): Continue solving graphical method problems. Work on 2x2 and 2xn matrix examples for better understanding.
19	9	Principle of Dominance: Introduce the principle of dominance for simplifying games. Solve problems to eliminate dominated rows and columns.
20	10	Review and Problem Solving: Recap all topics covered in Game Theory. Conduct a practice session with mixed problems and address student queries.

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30

Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

https://iemcollege-mv.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoc3d6oxlogHKO074XeUBC9qm3XNaf_qUeSiVTNh5OQ?e=MMQn40



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: Emerging Technologies & Application Credit: 2 Lecture Hours: 20

Subject Code: BBABB271

[Study Material](#)

[Stanford/MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
2. To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

COURSE OUTCOMES:

- 1 **Students will understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.**
- 2 **Students will analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.**

- 3 Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
- 4 Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Cloud Computing	Cloud Computing basics - Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid) - Cloud-based enterprise solutions– Security and Governance – Data security and compliance in the cloud	<i>Emerging Technologies for Effective Management, Rahul Dubey, Cengage.</i> Chapter – 1,2,4 Study Material, Module 1	<i>International Academia:</i> Stanford Opencourseware https://web.stanford.edu/class/cs349d/docs/L01_overview.pdf <i>Industry Mapping:</i> Knowledge of Cloud services & Security	5	Popular cloud platforms for development and deployment
2	Introduction to Artificial Intelligence (AI)	What is AI, Computing Data & AI models; Basics of Machine learning, Clustering, Tree based methods, Use cases. Deep Neural Networks, Interpretability & Explainability of Models, Text Analytics using AI	<i>Emerging Technologies for Effective Management, Rahul Dubey, Cengage.</i> Chapter – 6,7,8,9	<i>International Academia:</i> Stanford Opencourseware https://online.stanford.edu/courses/soe-ymls-machine-learning-specialization	5	Model deployment use cases

			Study Material, Module 2	Industry Mapping: Knowledge of AI Models		
3	Block chain Technology	Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms - Challenges and Opportunities – Security and privacy issues- Cyber-attack patterns & cyber security recommendations	Emerging Technologies for Effective Management, Rahul Dubey, Cengage. Chapter – 5,17 Study Material, Module 3	International Standards: StandFord OpenCourse https://online.stanford.edu/courses/cs251-cryptocurrencies-and-blockchain-technologies Industry Mapping: Knowledge of Cybersecurity & cryptography application	5	Development and deployment of decentralized applications
4	Augmented Reality (AR) and Virtual Reality (VR)	Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing	Emerging Technologies for Effective Management, Rahul Dubey, Cengage. Chapter – 12,13	International Standards: MITOpenCourse https://ocw.mit.edu/courses/cms-s63-playful-augmented-reality-audio-design-exploration-fall-2019/ Industry Mapping: Basic concept of augmented	5	Using GEN-AI to create application ideas of using AR/VR technologies in business models

		business processes.	Study Material, Module 4	reality/virtual reality and its trending application in business		
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**Submitted by Sreeparna Guha, Sayan Karmakar, IEM Saltlake campus*

TEXTBOOK:

[Emerging Technologies for Effective Management – Rahul Dubey, Cengage \(Chapter -](#)

Case Studies

1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, <https://hbsp.harvard.edu/product/IMB889-PDFENG?Ntt=emerging%20technologies>
2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, <https://hbsp.harvard.edu/product/W14007-PDFENG?Ntt=emerging%20technologies>

Readings:

- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17–26. <https://doi.org/10.1080/10400435.2021.1945704>
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019, 103834, <https://doi.org/10.1016/j.respol.2019.103834>.
- Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", *Organization Management Journal*, Vol. 19 No. 3, pp. 88- 98. <https://doi.org/10.1108/OMJ-10-2020-1063>

Lesson Plan

Module 1: Cloud Computing, Section A/B/C, Faculty: Prof. Sayan Karmakar

WORKING DAY	DAY	Lesson Plan - Description
1	1	Introduction to Cloud Computing: Define cloud computing, its evolution, and key concepts. Discuss the importance and benefits of cloud computing for businesses.
2	2	Cloud Service Models: Introduction to IaaS, PaaS, and SaaS. Explain each model with examples and use cases.
3	3	Cloud Deployment Models: Define and compare public, private, and hybrid cloud models. Discuss their advantages, disadvantages, and real-world applications.
4	4	Cloud-Based Enterprise Solutions: Explore how cloud solutions are integrated into enterprise environments. Discuss ERP, CRM, and other business applications in the cloud.
5	5	Security and Governance in Cloud: Introduction to cloud security principles, data security, compliance, and governance. Discuss privacy concerns and risk management strategies.

Module 2: Introduction to Artificial Intelligence (AI), Section A/B/C, Faculty: Prof. Sreeparna Guha

WORKING DAY	DAY	Lesson Plan - Description
1	1	What is AI?: Introduction to AI, its history, applications, and the concept of intelligent agents. Discuss AI in modern technology.
2	2	Computing Data & AI Models: Overview of how AI systems use data for learning. Discuss AI models and their components (data preprocessing, algorithms).
3	3	Basics of Machine Learning: Introduction to machine learning and its types (supervised, unsupervised). Discuss the role of data in training ML models.
4	4	Clustering and Tree-Based Methods: Explore clustering techniques like K-means and tree-based methods (Decision Trees, Random Forest).

5	5	Deep Neural Networks and Interpretability: Introduction to deep neural networks. Discuss model interpretability and explainability, and the importance of transparent AI systems.
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Module 3: Blockchain Technology, Section A/B/C, Faculty: Prof. Sayan Karmakar

WORKING DAY	DAY	Lesson Plan - Description
6	6	Fundamentals of Blockchain: Introduction to blockchain, its core components, and how it works. Discuss distributed ledgers and their advantages.
7	7	Decentralization and Distributed Ledger: Explain the concept of decentralization in blockchain and the functioning of distributed ledgers.
8	8	Cryptography and Consensus Mechanisms: Overview of cryptography in blockchain, including hashing and digital signatures. Discuss consensus mechanisms like Proof of Work and Proof of Stake.
9	9	Challenges and Opportunities: Discuss the challenges of implementing blockchain technology (scalability, energy consumption) and its potential benefits for various industries.
10	10	Security and Privacy Issues in Blockchain: Introduction to security challenges in blockchain, including cyber-attacks, and how to mitigate them with cybersecurity practices.

Module 4: Augmented Reality (AR) and Virtual Reality (VR), Section A/B/C, Faculty: Prof. Sreeparna Guha

WORKING DAY	DAY	Lesson Plan - Description
6	6	Introduction to AR/VR: Define AR and VR, and explore their differences. Discuss their role in the digital transformation of industries.
7	7	Historical Development and Current State: Trace the history of AR and VR technologies. Discuss the current state and trends in the AR/VR landscape.
8	8	Applications of AR/VR in Marketing and Customer Experience: Explore how AR/VR is used for enhancing customer experiences and marketing campaigns.
9	9	Training and Development through Immersive Technologies: Discuss the use of AR/VR in training, simulations, and learning environments.
10	10	Challenges, Opportunities, and Technological Advancements: Explore the challenges of AR/VR, including hardware limitations, and opportunities for future growth and integration into business processes.

QUESTION PAPER PATTERN AND DATES

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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: Media Literacy and Critical Thinking Credit: 2 Lecture Hours: 20

Subject Code: BBABB272

Relevant Links: [Study Material](#) [Coursera](#) [LinkedIn Learning](#)

COURSE OBJECTIVES:

1. Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
2. Foster media literacy principles for navigating digital media landscapes and evaluating credibility.
3. Explore media production dynamics and ownership structures in the Indian context.
4. Address ethical and regulatory considerations in media practices.
5. Enhance digital media literacy for responsible online engagement and combating misinformation.

COURSE OUTCOMES:

- CO 1: Demonstrate the ability to critically analyze various media forms, identifying underlying biases and their potential influence on public perception.
- CO 2: Apply media literacy principles to navigate digital landscapes and assess the credibility of information sources.
- CO 3: Demonstrate understanding of media production processes and ownership patterns within the Indian media context.
- CO 4: Evaluate ethical considerations and regulatory frameworks in media practices to promote responsible media usage.

Module number	Topic	Sub-topics	Textbook as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Foundations of Media Literacy and Critical Thinking	Introduction to media literacy and critical thinking	1. "Media Literacy in India" by Asha Kuthari Chaudhuri (Indian author)	Enhances critical analysis for effective communication. And aligns with global media literacy standards.	2	
2	Historical evolution of media literacy in India	Role of media in shaping societal perceptions	1. "Media Literacy in India" by Asha Kuthari Chaudhuri (Indian author)	Contextualizes media's role in shaping perceptions	4	
3	Deconstructing Media Texts	Forms of media texts and their impact [print, broadcast, radio, digital]	1. "Media and Society: Critical Perspectives" by Philip B. Heyman (International author) 2. Critical Thinking	Develops skills for analyzing media representation.	4	

4	Deconstruction of visual media using semiotics	Case studies on media representations	<ol style="list-style-type: none">1. "Media and Society: Critical Perspectives" by Philip B. Heyman (International author)2. Critical Thinking: Tools for Taking Charge of Your Learning and Your Life" by Richard Paul and Linda Elder (International authors)	Covers media workflows for marketing roles and matches international media impact studies.	4	
5	Media Consumption and Production Dynamics	Dynamics of media production and distribution	<ol style="list-style-type: none">1. "Media and Society: Critical Perspectives" by Philip B. Heyman (International author)2. Critical Thinking: Tools for Taking Charge of Your Learning and Your Life" by Richard Paul and Linda Elder (International authors)	Focuses on ethics in digital media roles.	3	

6	Ethics, Regulation, and Digital Media Literacy	6a) Critically evaluating media content (Films, OTT, TV, Radio, Print) 6b) Analyzing audience consumption patterns	"Ethics in Journalism" by Sevanti Ninan (Indian author)	Prepares for ethical decisions in media.	5	
7	Ethical principles in media practices	7a) Ethical Principles in media practices 7b) Regulatory framework governing media content 7c) Role of self-regulatory bodies in upholding ethical standards	"Ethics in Journalism" by Sevanti Ninan (Indian author)	Emphasizes ethical standards for responsible media practices	4	

TEXT BOOK:

1. Media Literacy in India" by Asha Kuthari Chaudhuri (Indian author)
2. [The Teacher's Guide to Media Literacy: Critical Thinking in a Multimedia World](#) by Cynthia L. Scheibe, Faith Rogow

REFERENCE BOOKS:

1. Media and Society: Critical Perspectives" by Philip B. Heyman
2. Critical Thinking: Tools for Taking Charge of Your Learning and Your Life" by Richard Paul and Linda Elder
3. Ethics in Journalism by Sevanti Ninan

Submitted by Doyel Mukherjee Prodhani

Lesson Plan

Working Day	Day	Lesson Plan - Description
1	1	Introduction to Media Literacy and Critical Thinking: Understanding the concept and relevance of media literacy and critical thinking in today's world.
2	2	Historical Evolution of Media Literacy in India: Exploring the development of media literacy and its significance in shaping Indian society.
3	3	Role of Media in Shaping Societal Perceptions: Discussing how different forms of media influence societal values and norms.
4	4	Forms of Media Texts and Their Impact: Overview of print, broadcast, radio, and digital media texts and their societal effects.
5	5	Deconstructing Media Texts: Introduction to media deconstruction techniques and their importance in critical media analysis.
6	6	Deconstruction of Visual Media Using Semiotics (Part 1): Understanding semiotics and its application in analyzing visual media.
7	7	Deconstruction of Visual Media Using Semiotics (Part 2): Case studies on media representations and their cultural implications.
8	8	Dynamics of Media Production and Distribution (Part 1): Exploring the processes of media production across various platforms.
9	9	Dynamics of Media Production and Distribution (Part 2): Understanding the distribution strategies and their influence on audience reach.
10	10	Critically Evaluating Media Content (Part 1): Analyzing films and OTT content for biases, stereotypes, and ethical concerns.

11	11	Critically Evaluating Media Content (Part 2): Evaluating TV, radio, and print media through case studies and examples.
12	12	Analyzing Audience Consumption Patterns: Understanding how audiences consume media and the factors influencing their choices.
13	13	Ethical Principles in Media Practices (Part 1): Introduction to ethical guidelines in media content creation and dissemination.
14	14	Ethical Principles in Media Practices (Part 2): Exploring real-world examples of ethical and unethical media practices.
15	15	Regulatory Framework Governing Media Content: Understanding the legal and regulatory landscape for media in India.
16	16	Role of Self-Regulatory Bodies in Upholding Ethical Standards: Discussing self-regulation mechanisms and their effectiveness in maintaining ethical standards.
17	17	Digital Media Literacy (Part 1): Exploring the ethical challenges and responsibilities in digital media.
18	18	Digital Media Literacy (Part 2): Case studies on digital content, misinformation, and fact-checking practices.
19	19	Summative Discussion and Application: Interactive session to apply learned concepts in analyzing media content.
20	20	Conclusion and Assessment: Recap of key concepts, feedback, and evaluation through quizzes or assignments.