

CORE COURSES



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 2026

Subject Name: Principles and Practices of Management

Credit: 4

Lecture Hours: 40 **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	Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling 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 Organizing, Staffing & Decision Making	Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision-making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment Organizing and Staffing 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
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3	Organising, Startegic Mangement, Ethics and Social Responsibility	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. overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.	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	Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management. Foundations of	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 &

		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				Practices of Management (L.M Prasad) Pg. 69
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**Submitted by Prof. Priyanka Singh & Prof. Nayan Ranjan Mukerje*

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.

Course Outcomes (COs) code & Statement	Program Outcomes (POs)							
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8
CO-1	3	3	3	2	3	3	2	3
CO-2	3	2	3	1	3	3	3	2
CO-3	3	3	3	1	2	3	2	2

CO-4	3	3	3	2	2	3	2	3
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***Strength – 3 (Strong), 2 (Medium), 1(Weak), NA**

Lesson Plan

Day	Topic
1	Managerial Roles and Skills- Science or Art
2	Manager Vs Administrator
3	Evolution of Management – Scientific, Human Relations,
4	Evolution of Management – System and Contingency Approaches
5	Contributions of F.W Taylor, Henry Fayol
6	Contributions of Elton Mayo, Gilbreth and McGregor
7	Levels and Functions of Management.
8	Levels and Functions of Management.
9	Online EXAM on Module
10	Class Assessment on Case Study
11	Importance and benefits of planning,
12	Types of plans (strategic, tactical, operational)
13	Steps in planning (strategic, tactical, operational))
14	Steps in planning (strategic, tactical, operational))
15	Performance and remedies,
16	Planning Tools and Techniques
17	Decision-making process
18	Decision-making techniques
19	Online EXAM on Module
20	Class Assessment on Case Study
21	Nature and Purpose of Organising
22	Formal and Informal Organization
23	Organization Chart , Organization Structure,
24	Types of Organisation - Line and Staff, Authority, Departmentalization,
25	Types of Organisation - Line and Staff, Authority, Departmentalization,
26	Delegation of Authority – Centralization and Decentralization
27	Delegation of Authority – Centralization and Decentralization
28	Span of Management.

29	Online EXAM on Module
30	Class Assessment on Case Study
31	Foundations of Individual and Group Behaviour
32	Motivation – Motivational Techniques
33	Job Enlargement – Job Enrichment
34	Leadership – Types and Theories of Leadership
35	Leadership – Types and Theories of Leadership
36	Communication – Process of Communication – Barrier in Communication– Effective Communication
37	Types of control (feed forward, concurrent, feedback)
38	Concept of resistance to change Overcoming resistance to change
39	Online EXAM on Module
40	Class Assessment on Case Study



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Syllabus for BBA Admission Batch 2026

Subject Name: Business Communication-I

Credit: 4

Lecture

Hours:40 Subject Code: BBABB102

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

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[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 Industry and International Academia	Lecture Hours	Corresponding Lab/Case Assignment Study
1	Oral Communication, Professionalism and team work	• 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	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	10	1. Case Study Module 1 B Com.pdf

		• Conditions for Successful Communication, • Characteristics of Successful Communication, • Universal Elements in Communication • 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				
2	Negotiation Skills and Cross-Cultural Communication	• The Nature of Negotiation • The Need, Factors • Stages of Negotiation • Negotiation strategies • Developing Cultural intelligence	The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD Chaturvedi Mukesh Chaturvedi PEARSON Chapter – 11,18	International Academia: MIT.Edu Industry Mapping: Signal Transmission Model, Interactive Communication Strategy, Communication Management Plan, Content Marketing Framework	10	2. Case Study Module 2 B Com.pdf

3	Written communication: intra organizational/ departmental/ workplace communication	• 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	10	3. Case Study Module 3 B Com.pdf
4	Contemporary Communication	• 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,	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	10	4. Case Study Module 4 B Com.pdf

		Integrated Marketing Communications				
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**Submitted by Suchana Roy, IEM Saltlake campus, Amrita Mukherjee, 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](#)

Course Outcomes (COs) code & Statement	Program Outcomes (POs)							
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8
CO-1	3	3	1	3				
CO-2	3			3		3		2
CO-3	3	2	3	3				
CO-4	3		3	3		2		2

****Strength – 3 (Strong), 2 (Medium), 1(Weak), NA***

Lesson Plan

Day	Topic
1	Oral Communication, Professionalism and Teamwork
2	Role of Communication
3	Defining Communication
4	Classification of Communication
5	Purpose of Communication
6	Elements of Communication
7	Major Difficulties of Communication
8	Common Problems in Two-way Communication
9	Barriers to Communication
10	Conditions for Successful Communication
11	Case Study – Module 1
12	Characteristics of Successful Communication
13	Universal Elements in Communication
14	Process of Communication – Overview
15	Linear Concept of Communication
16	The Shannon-Weaver Model
17	The Two-way Communication Process
18	The Seven C's of Communication
19	Application of the Seven C's
20	Practical Exercise on Communication
21	Nature of Negotiation
22	Need and Factors of Negotiation
23	Stages of Negotiation
24	Negotiation Strategies
25	Developing Cultural Intelligence & Cross-Cultural Communication
26	Case Study – Module 2
27	Workplace Written Communication (Intra-organizational & Departmental Communication)

28	Applying for Jobs
29	Writing a CV
30	Resume and Application Letter: Relationship & Differences
31	Guidelines for Preparing a Good CV & Resume of a Recent Graduate
32	Drafting an Application Letter
33	Business Letter
34	Memo and Notice Writing
35	Business Report Writing
36	Objectives of Marketing Communication
37	Tools of Marketing Communication & New Marketing Communication Tools
38	Consumer, Industrial, Trade, Institutional & Corporate Marketing Communication
39	Marketing Communication Continuum & Integrated Marketing Communications
40	Case Study, Practical Writing Session & Revision



University of Engineering and Management

Institute of Engineering & Management, Salt Lake

Campus University of Engineering & Management, Jaipur



Syllabus for BBA Admission Batch 2026

Subject Name: Financial Accounting

Credit: 4

Lecture Hours: 40

Subject Code: BBABB103

Pre-requisite: Basic Knowledge on Need of Accounting

[Study Material](#)
[Learning](#)

[COURSERA](#)

[MIT Opencourseware](#)

[NPTEL](#)

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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	Financial Accounting (A Basu, S Datta) Ch- 1	International Academia: MIT.Edu Industry Mapping: <i>Recording of transactions; recognizing credit and cash transactions</i>	10	Case Study on basic accounting

		Cash Basis and Accrual Basis Accounting; Capital and Revenue Expenditure				
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: <i>Ensuring arithmetical accuracy of the books of accounts, help in audit.</i>	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: <i>Charging Depreciation (in connection to fixed assets)</i>	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: <i>Learning the need of preparing financial statements, ascertaining profitability.</i>	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

Course Outcomes (COs) code & Statement	Program Outcomes (POs)							
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8
CO-1	3	3	3	2	3	3	2	3
CO-2	3	3	3	2	3	3	3	2
CO-3	3	3	3	3	3	2	2	3
CO-4	3	2	3	2	2	3	2	1

**Strength – 3 (Strong), 2 (Medium), 1(Weak), NA*

Lesson Plan

Day	Topic
1	Nature of Accounting
2	Objectives & scope
3	GAAP & IFRS, Accounting Standards (overview)
4	Users of Accounting Information
5	Real-life examples
6	Double Entry System (concept)
7	Debit & Credit rules
8	Types of Accounts (Personal, Real, Nominal)
9	Rules of Debit & Credit
10	Journal entries (basic)
11	Journal entries (advanced problems)
12	Ledger posting (concept + format)

13	Ledger posting practice
14	Accounting Cycle (full flow)
15	Cash vs Accrual Accounting
16	Capital vs Revenue Expenditure
17	Meaning & Objectives of Trial Balance
18	Methods of Preparation
19	Trial Balance problems (basic)
20	Closing Stock treatment
21	Adjusted Trial Balance
22	Suspense Account
23	Kinds of Companies
24	Share Capital basics
25	Issue of Shares
26	Share Allotment
27	Calls on Shares
28	Forfeiture of Shares
29	Financial Statements (importance)
30	Green Accounting, Balance Sheet (company format)
31	Introduction to Final Accounts
32	Limitations of Financial Statements
33	Trading Account (concept + format)
34	Trading Account problems
35	Profit & Loss Account (concept + format)
36	Profit & Loss problems
37	Balance Sheet (format + adjustments)
38	Full Final Accounts problems
39	Revision of all chapters and exercise practise
40	Doubt Clearing and discussion



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Syllabus for BBA Admission Batch 2026

Subject Name: Business Statistics & Logic

Credit: 4

Lecture

Hours: 40 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 probability and logical reasoning

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 concept of Skewness, Kurtosis
4	Concept & application of probability and logic in human enquiry

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis	1. Introduction to Statistics; Collection, Editing and Presentation of Data 2. Frequency Distribution 3. Measures of central tendency, Dispersion 4. Measures of Skewness & Kurtosis	Managerial Statistics – S. Roychowdhury & D. Bhattachaya, U.N.Dhur Publication	International Academia: MITOpenCourse Industry Mapping: Concept a7 application of Univariate data analysis	12	Case study on Statistical study & report writing
2	Correlation and Regression	Introduction to Bivariate Data Analysis: 1. Concept of Bivariate Data, 2. Concept of Correlation, Calculation of Correlation Coefficient; 3. Regression	Managerial Statistics – S. Roychowdhury & D. Bhattachaya, U.N.Dhur Publication	International Academia: MITOpenCourse Industry Mapping: Bivariate data analysis	12	Calculating Central tendency for different dataset

3	Probability and Probability distributions	1. Classical Definition of Probability 2. Identities & Distribution 3. Concept of Binomial, Poisson & Normal distribution.	BBA Mathematics Vol II – Pal & Dasm U.N.Dhur Publication	International Standards: MITOpenCourse Industry Mapping: Probabilty & its application	12	Calculating dispersion for different dataset
4	Introduction to Logic	1. Number series, coding decoding and odd man out series, 2. Direction sense test, seating arrangements – linear and circular, 3. Inductive and deductive reasoning.		International Standards: MITOpenCourse Industry Mapping: Concept of logical reasoning in human enquiry	12	Understanding data Skewness.

**Submitted by Sreeparna Guha, IEM Saltlake campus*

TEXTBOOK:

1. [Managerial Statistics – S. Roychowdhury & D. Bhattachaya, U.N.Dhur Publication](#)
2. BBA Mathematics Vol II – Pal & Das, U.N.Dhur Publication

Reference Book:

[Business Mathematics and Statistics – Ranajit Dhar, Dishari Prakashani.](#)

Course Outcomes (COs) code &	Program Outcomes (POs)							
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8

Statement								
CO-1	3	3	3	-	-	3	3	-
CO-2	3	3	3	-	-	3	3	-
CO-3	3	3	3	-	-	3	3	-
CO-4	3	3	3	-	-	3	3	-

Lesson Plan

Day	Topic
1	Introduction to Statistics: Meaning, Scope, Types of Data
2	Collection, Editing and Classification of Data
3	Presentation of Data: Tables, Diagrams and Graphs
4	Frequency Distribution: Construction and Interpretation
5	Practice Session: Data Presentation & Frequency Distribution
6	Measures of Central Tendency – Arithmetic Mean
7	Median and Mode
8	Geometric Mean and Harmonic Mean
9	Comparative Study of Measures of Central Tendency
10	Practice Problems on Measures of Central Tendency
11	Measures of Dispersion – Range and Quartile Deviation
12	Mean Deviation
13	Variance and Standard Deviation
14	Coefficient of Variation and Applications
15	Practice Session on Dispersion
16	Measures of Skewness – Concept and Karl Pearson's Coefficient
17	Bowley's Coefficient of Skewness
18	Measures of Kurtosis and Interpretation
19	Revision & Numerical Practice on Module 1
20	Module 1 Assessment / Problem Solving Session
21	Introduction to Bivariate Data Analysis

22	Concept of Correlation and Types of Correlation
23	Scatter Diagram and Karl Pearson's Correlation Coefficient
24	Spearman's Rank Correlation
25	Practice Session on Correlation
26	Introduction to Regression
27	Regression Lines and Regression Equations
28	Numerical Problems on Regression
29	Revision & Practice on Correlation and Regression
30	Module 2 Assessment / Comprehensive Problem Solving
31	Classical Definition of Probability and Basic Terminologies
32	Laws of Probability, Identities and Theorems
33	Conditional Probability and Numerical Problems
34	Binomial Distribution – Concept and Applications
35	Poisson Distribution – Concept and Numerical Problems
36	Normal Distribution – Properties and Applications
37	Revision & Practice on Probability Distributions
38	Number Series, Coding-Decoding and Odd Man Out
39	Direction Sense Test, Linear & Circular Seating Arrangement
40	Inductive & Deductive Reasoning, Final Revision and Comprehensive Practice



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Syllabus for BBA Admission Batch 2026

Subject Name: Business Economics – I

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

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	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Module 1 : 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 .	<i>Principle of Microeconomics</i> <i>HL Ahuja, S Chand Publication</i> <i>(Chapter: 1)</i>	<i>International Academia:</i> <i>Industry Mapping:</i> Business decision making.	5	Case Study

2	Module 2: Demand, Supply and Elasticities	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. l) Various concepts of Demand elasticity. Price elasticity of demand for different goods. Measurement of price elasticity of demand: Proportionate method and Total	Principle of Microeconomics HL Ahuja, S Chand Publication (Chapters : 5, 7)	International Academia: https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video_galleries/lecture-videos/ Industry Mapping: Business decisions	10	Case Study
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		outlay method. m) Income elasticity of demand. Normal goods and Inferior goods. Cross elasticity of demand. Substitute goods and complementary goods. n) Elasticity of Supply Measurement by proportionate method. Numericals on elasticity of demand and elasticity of supply.				
3	Module 3: Consumer Behaviour	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. c) Meaning of Consumer Surplus. Measurement of Consumer Surplus as an area under the demand curve.	<i>Principle of Microeconomics</i> <i>HL Ahuja, S Chand</i> <i>Publication</i> (Chapters: 9,10)	<i>International Standards:</i> https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video_galleries/lecture-videos/ <i>Industry Mapping: Business decision making</i>	5	Case Study

4	Module 4: Theory of Production	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.	Principle of Microeconomics HL Ahuja, S Chand Publication (Chapter: 17)	International Standards: https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video_galleries/lecture-videos/ Industry Mapping: Business decision and profit maximization	5	Case Study
5	Module 5: Cost of Production	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 (Chapter: 20)	https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video_galleries/lecture-videos/ Industry Mapping: Cost and output decisions	5	Case Study
6	Module 6: Market Structure	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 (Chapters: 21, 23,26, 27, 29,30)	International Standards https://ocw.mit.edu/courses/14-01-principles-of-microeconomics-fall-2018/video_galleries/lecture-videos/	10	Case Study

		c) The demand curve of a product facing a perfectly competitive firm. Meaning of Firm's equilibrium. d) Firm's equilibrium under Perfect Competition. Marginal revenue Marginal cost approach. e) Determination of equilibrium in a monopoly market. f) Sources or Reasons behind the formation of monopoly market. g) Meaning of Price Discrimination h) Degree of Price Discrimination i) The concept of imperfect competition j) Product differentiation and MC k) Characteristics of Oligopoly. Causes for the existence of Oligopoly market.		Industry Mapping: <i>Understanding different market structures and how different markets work</i>		
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*Submitted by *Prof. Kamalika Dasgupta, Prof. Sukla Samajpati, Prof. Peu Das, IEM Saltlake*

campus

Text Book: *Principle of Microeconomics, HL Ahuja, S Chand Publication*

Reference Book: NA

Course Outcomes (COs) code & Statement	Program Outcomes (POs)							
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8
CO-1	3	2	2	1	3	3	1	2
CO-2	2	1	3	3	1	2	3	1
CO-3	3	3	1	1	2	3	3	1
CO-4	1	2	2	3	3	1	3	2

**Strength – 3 (Strong), 2 (Medium), 1(Weak), NA*

Lesson Plan

Day	Module	Topics	Learning Focus / Activities
1	Module 1	Central problems of an economy	Concept clarity + real-life examples
2	Module 1	What, How, For whom to produce	Case studies & discussion
3	Module 1	Distribution & economic growth	Short notes + examples
4	Module 1	Subject matter of Microeconomics	Theory + comparison with macro
5	Module 1	Choice & Opportunity Cost	Numerical examples
6	Module 1	PPC & Law of Increasing Opportunity Cost	Graph practice
7	Module 1	Scarcity, Choice & PPC	Revision + MCQs
8	Module 2	Meaning of demand & quantity demanded	Basic concepts + examples
9	Module 2	Law of demand	Explanation + real-life examples

Day	Module	Topics	Learning Focus / Activities
10	Module 2	Demand schedule & demand curve	Graph drawing practice
11	Module 2	Ceteris Paribus & market demand curve	Derivation + logic building
12	Module 2	Reasons for downward sloping demand curve	Concept clarity
13	Module 2	Exceptions to law of demand	Case-based understanding
14	Module 2	Determinants of demand	Notes + examples
15	Module 2	Movement along demand curve	Extension & contraction (graphs)
16	Module 2	Shift in demand curve	Increase & decrease (graphs)
17	Module 2	Demand function	Practice questions
18	Module 2	Meaning & law of supply	Concept + examples
19	Module 2	Supply function & supply curve	Graph practice
20	Module 2	Determinants of supply	Notes + examples
21	Module 2	Movement along supply curve	Graph practice
22	Module 2	Shift in supply curve	Increase & decrease (graphs)
23	Module 2	Exceptions to law of supply	Real-life cases
24	Module 2	Market equilibrium	Graphs + numericals
25	Module 2	Price elasticity of demand (concept)	Theory + examples
26	Module 2	Measurement of PED	Proportionate & total outlay method
27	Module 2	Income & cross elasticity	Practice questions
28	Module 2	Elasticity of supply	Numericals + revision
29	Module 3	Utility concept	Theory + real-life examples
30	Module 3	Law of diminishing marginal utility	Diagram + assumptions
31	Module 3	Consumer equilibrium (single commodity)	Numericals + conditions
32	Module 3	Demand curve via MU analysis	Derivation + graphs
33	Module 3	Consumer surplus	Graph + numericals + revision
34	Module 4	Production function	Basic concepts + examples

Day	Module	Topics	Learning Focus / Activities
35	Module 4	Law of variable proportions	Theory + assumptions
36	Module 4	Stages of production	Diagram + reasoning
37	Module 4	TP, MP, AP concepts	Numericals + relationships
38	Module 5	Cost concepts	Accounting vs Economic cost, Opportunity cost, Sunk cost
39	Module 5	Short-run costs & relationships	Graphs + numericals (MC, AVC, AC, AFC)
40	Module 6	Market structures & equilibrium	Final revision + key numericals + concept recap

SESSIONAL COURSES



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Syllabus for BBA Admission Batch 2026

Subject Name: General English Credit: 2 Lecture Hours: 20

Subject Code: BBABB 181

Study Material MIT Opencourseware NPTEL LinkedIn Learning

COURSE OBJECTIVES:

1. To develop effective written communication skills for academic and business contexts as well as language proficiency.
2. To enhance verbal communication, presentation, and interpersonal skills.
3. To train students in professional writing formats such as emails, reports, and business documents.
4. To build confidence in delivering structured PowerPoint presentations.

COURSE OUTCOMES:

CO	Details
1	Demonstrate clarity in written communication (emails, reports, formal writing) and grammar proficiency
2	Apply effective verbal communication skills in academic and business settings.

3	Design and deliver structured PowerPoint presentations.
4	Develop professional communication strategies for workplace readiness.

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 1	Basic Grammar (Article, Preposition, Transformation of Sentences, Subject-Verb Agreement and etc., Fundamentals of Communication Process of communication, Types (Verbal/Non-verbal), Barriers, Business communication basics	Wren and Martin, Business Communication – Meenakshi Raman	International Academia: Harvard Business Communication Industry Mapping: Corporate communication practices	6	Applicable Grammar, Case study on communication barriers in organizations
2	Module 2	Writing Skills for Business Email writing, Report writing, Notice & Memo, Resume & Cover Letter	Technical Communication – M. Ashraf Rizvi	International Academia: Purdue OWL writing Lab, MIT OCW writing Industry Mapping: Corporate documentation standards	5	Draft email, resume, and short report

3	Module 3	Presentation Skills (PPT) Structure of PPT, Slide design, Visual communication, Public speaking, Body language	Business Communication Today – Bovee & Thill	International Standards: Toastmasters Public Speaking Standards, LinkedIn Learning Presentation Industry Mapping: Corporate presentations	5	Create and deliver PPT presentation
4	Module 4	Soft Skills & Professional Communication, Group discussion, Interview skills, Workplace etiquette, Interpersonal skills	Soft Skills – S.P. Dhanavel	International Standards: Dale Carnegie Training Methods, NPTEL soft skills Industry Mapping: HR training modules	4	Mock GD & interview

*Submitted by *Prof. Prithwijit Chakraborty*, IEM Saltlake campus

TextBook: Meenakshi Raman & Prakash Singh – Business Communication, Asha Kaul-Business Communication

Reference Book:

- M. Ashraf Rizvi – Effective Technical Communication
- Bovee & Thill – Business Communication Today
- S.P. Dhanavel – Soft Skills for Professionals

Course Outcomes (COs)	Program Outcomes (POs)
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Code & Statement	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8
CO-1	3	2	2	1	NA	NA	NA	NA
CO-2	3	2	2	1	NA	NA	NA	NA
CO-3	2	3	3	2	1	NA	NA	NA
CO-4	2	3	3	2	1	NA	NA	NA

****Strength – 3 (Strong), 2 (Medium), 1(Weak), NA***

Lesson Plan

Day	Topic
1	Basic Grammar Rules
2	Types of Communication
3	Introduction to Communication, Barriers to Communication
4	Business Communication Basics
5	Email Writing
6	Report Writing
7	Resume Writing
8	Cover Letter
9	Formal Writing Practice
10	PPT Basics
11	Slide Design Techniques
12	Visual Communication
13	Public Speaking Skills
14	Body Language
15	Presentation Practice
16	Group Discussion Skills
17	Interview Skills

18	Workplace Etiquette
19	Mock GD & Interview
20	Final PPT Presentation



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Syllabus for BBA Admission Batch 2026

Subject Name: Indian Knowledge System

Credit: 2

Lecture Hours: 20

Subject Code: BBABB182

[Study Material](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. Creating awareness amongst the youths about the true history and rich culture of the country.
2. Promoting the youths to do research in the various fields of Bhāratīya knowledge system.
3. To help students understand the knowledge, art and creative practices, skills and values in the ancient Indian system.
4. To introduce the contribution from the ancient Indian system & tradition to modern science & Technology.

COURSE OUTCOMES:

CO	Details
1	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.

2	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
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.
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 number	Topic	Sub-topics	Textbook as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Module 1: Introduction to the Indian Knowledge System	1. What is IKS? 2. Definition and scope of IKS 3. Why do we need IKS? 4. Indian Knowledge Traditions 5. Introduction to Vedas and Purāṇa 6. Indian Philosophical Foundations 7. Importance of IKS in modern education (NEP 2020 context) 8. Relevance of IKS Today	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)	International Academia: https://www.ijrrjournal.com/IJRR_Vol.12_Issue.1_Jan2025/IJRR29.pdf Industry Mapping: 1. Application of ancient wisdom in modern management practices. 2. Understanding historical context for contemporary	4	Case study analysis of a modern business applying principles from the Vedic corpus

				leadership and decision making. 3. Incorporating holistic and ethical approaches derived from IKS in business strategies		
2	Module 2: Introduction to Indian Ancient Mathematics and Astronomy	1. Introduction to Indian Mathematics 2. Unique aspects of Indian Mathematics 3. Indian Mathematicians and their Contributions 4. Introduction to Indian astronomy 5. Indian contributions in astronomy 6. Astronomical Instruments (Yantras), Jantar Mantar of Rājā Jai Singh Sawai	Chapter 6 and 9 (Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022), “Introduction to Indian Knowledge System: Concepts and Applications”, PHI Learning Private Ltd. Delhi)	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. Create a model of the Indian calendar system and compare it with the Gregorian calendar. Build a simple astronomical instrument inspired by the Jantar Mantar and demonstrate its use.

3	Module 3: Indian Science & Technology	1. Ancient Indian Metallurgy: metals and Metal working technology (Copper, Gold, Zinc, Mercury, Lead and Silver, Iron & Steel.) 2. Town & Planning 3. Architecture in India, Temple Architecture and Vastu Sastra 4. Promotion of cultural heritage through education and practice. 5. Approaches and strategies to the protection and conservation of environment	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)	Industry Mapping: Indian architecture and metallurgy contribute to modern industries like construction, infrastructure, steel, and manufacturing, offering sustainable, efficient, and management- relevant insights for business applications.	4	Compare ancient vs modern metallurgy processes Identify industrial applications today Develop a sustainable urban planning model incorporating ancient Indian architectural techniques
4	Module 4: Indian Health, Wellness, and Psychology	1. Ayurveda: principles and branches 2. Yoga and mental well-being 3. Indian psychology and holistic health 4. Diet, lifestyle, and preventive healthcare 5. Balance between body, mind, and	Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022), “Introduction to Indian Knowledge	Industry Mapping: 1. Application of Ayurveda and Indian wellness practices in modern healthcare and lifestyle industries. 2. Utilizing Indian psychological Frameworks in	4	Design a daily wellness regimen based on Ayurveda principles for a corporate environment.

		environment 6. Relevance in modern stress management and corporate life		corporate wellness		
5	Module 5: Indian Governance, Administration and Management Systems	1. Foundations of Indian Governance 2. Insights from Arthashastra 3. Indian Management Principles 4. Leadership and decision-making in IKS 5. Ethical Governance and Business Practices 6. Relevance to Modern Management	Kautilya (2013). The Arthashastra (L. N. Rangarajan, Trans.). Penguin Books.	Industry Mapping: Indian governance, administration, and management systems provide a foundation for modern public administration, corporate governance, ethical business practices, and strategic management across industries.	4	Ethical Decision-Making Simulation Objective: Apply Dharma-based ethics in management Activity: Given a business dilemma Solve using: Dharma principles Trusteeship concept of Mahatma Gandhi

Submitted by **Mouli Purkait, IEM Saltlake campus*

TextBook:

- Kautilya (2013). The Arthashastra (L. N. Rangarajan, Trans.). Penguin Books.
- Mahadevan, B., Bhat, V. R., & Pavana, N. (2022). Introduction to Indian knowledge system: Concepts and applications. PHI Learning Pvt. Ltd.

Reference Book:

- M. Hiriyanna. Essentials of Indian Philosophy. London: Diane Publications, 1985.
- Swami BB Vishnu, Vedic Science and History - Ancient Indian's Contribution to the Modern
- World, gosai publication, 2015
- Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.

Course Outcomes (COs) code & Statement	Program Outcomes (POs)							
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8
CO-1	2	2	2	1	NA	1	NA	3
CO-2	1	1	2	1	2	NA	1	3
CO-3	1	2	1	NA	NA	2	3	2
CO-4	2	2	2	NA	NA	3	2	1

**Strength – 3 (Strong), 2 (Medium), 1(Weak), NA*

Lesson Plan

Day	Topic
1	What is Indian Knowledge System?
2	Definition and scope of IKS Why do we need IKS?
3	Indian Knowledge Traditions Introduction to Vedas and Purāṇa
4	Importance of IKS in modern education (NEP 2020 context) Relevance of IKS Today

5	Introduction to Indian Mathematics and unique aspects of Indian Mathematics
6	Indian Mathematicians and their Contributions
7	Introduction to Indian astronomy and Indian contributions in astronomy
8	Astronomical Instruments (Yantras), Jantar Mantar of Rājā Jai Singh Sawai
9	Ancient Indian Metallurgy
10	Town & Planning and architecture in India, Temple Architecture and Vastu Sastra and promotion of cultural heritage
11	Approaches and strategies to the protection and conservation of environment
12	Ayurveda: principles and branches Yoga and mental well-being
13	Indian psychology and holistic health Diet, lifestyle, and preventive healthcare
14	Balance between body, mind, and environment Relevance in modern stress management and corporate life
15	Foundations of Indian Governance
16	Insights from Arthashastra
17	Indian Management Principles
18	Leadership and decision-making in IKS
19	Ethical Governance and Business Practices
20	Relevance to Modern Management



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Syllabus for BBA Admission Batch 2026

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
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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. <i>Perspectives in environmental studies</i> .	International Academia: MIT OpenCourseWare Industry Mapping: To recognize and understand the functions of	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, 2 nd Edition, Chapter 3,4	environment, 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	ENVIRONMENTAL POLLUTION	Causes, Effects and Preventive measures of Water, Soil, Air and Noise Pollutions. Solid, Hazardous and E-Waste management	Kaushik, Anubha, and C. P. Kaushik. <i>Perspectives in environmental studies</i> . New Age International, 2 nd Edition, chapter - 5	International Academia: MIT OpenCourseWare Industry Mapping: <i>To identify the causes, effects of environmental pollution and natural disasters and contribute to the preventive measures</i>	5	Case study on environmental pollution CASE STUDY OF AIR POLLUTION IN RAJASTHAN
				<i>in the society.</i> 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. <i>Perspectives in environmental studies. New Age International, 2nd Edition, chapter - 2</i>	International Standards: MIT OpenCourseWare Industry Mapping: <i>To identify and apply the understanding of renewable and non-renewable resources and contribute to the sustainable measures to preserve them for future generations.</i> AICTE curriculum :	5	Case study on renewable energy Case Title- Solar Power in Sunderbans (Source : Renewable Energy in Remote India: Case Studies Fenice Energy)
				https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		

4	SUSTAINABILITY AND DEVELOPMENT	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. <i>Perspectives in environmental studies.</i> New Age International, 2 nd Edition, chapter - 6	International Standards MIT OpenCourseWare Industry Mapping: <i>To recognize the different goals of sustainable development and apply them for suitable technological advancement and societal development.</i>	5	Case study on sustainable development Case Title- Mysore : a sustainable city (Source A Case Study On Mysore- A Sustainable City - Earth5R)
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				AICTE curriculum : https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf		
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***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.

Course Outcomes (COs) code & Statement	Program Outcomes (POs)							
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8
CO-1	3	2	2	1	3	3	1	2
CO-2	2	1	3	3	1	2	3	1
CO-3	3	3	1	1	2	3	3	1

CO-4	1	2	2	3	3	1	3	2
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***Strength – 3 (Strong), 2 (Medium), 1(Weak), NA**

Lesson Plan

Day	Topic	Sub-topics	Learning Focus / Activities
1	Environment	Definition of environment	Basic understanding + examples
2	Environment	Scope of environment	Notes + discussion
3	Environment	Importance of environment	Real-life relevance
4	Environment	Need for public awareness	Case studies
5	Environment	Revision (Day 1–4)	Short notes + MCQs
6	Ecosystem	Definition & structure	Biotic and abiotic components
7	Ecosystem	Functions of ecosystem	Interaction and balance
8	Ecosystem	Types of ecosystems	Forest, desert, aquatic
9	Ecosystem	Energy flow	Food chain and food web
10	Ecosystem	Ecological pyramids	Diagram practice
11	Ecosystem	Revision	Diagrams + short questions
12	Ecological Succession	Definition	Basic concept
13	Ecological Succession	Types	Primary and secondary
14	Ecological Succession	Stages	Seral stages (flowchart)
15	Ecological Succession	Examples	Case-based learning
16	Ecological Succession	Revision	Practice questions
17	Biodiversity	Definition	Concept and importance
18	Biodiversity	Genetic diversity	Explanation + examples
19	Biodiversity	Species diversity	Explanation + examples
20	Biodiversity	Ecosystem diversity	Explanation + examples

Day	Topic	Sub-topics	Learning Focus / Activities
21	Biodiversity	Revision	Comparison + MCQs
22	Biodiversity	Values of biodiversity	Economic, ecological, ethical
23	Biodiversity	Direct & indirect values	Examples
24	Biodiversity	Social & aesthetic values	Case studies
25	Biodiversity	Revision	Notes + MCQs
26	India Biodiversity	Mega-diversity nation	Key facts
27	India Biodiversity	Biodiversity hotspots	Concept
28	India Biodiversity	Major hotspots	Map practice
29	India Biodiversity	Importance of hotspots	Analysis
30	India Biodiversity	Revision	Map + questions
31	Threats to Biodiversity	Habitat loss	Causes + examples
32	Threats to Biodiversity	Poaching	Case studies
33	Threats to Biodiversity	Other threats	Pollution, climate change
34	Threats to Biodiversity	Impact of biodiversity loss	Effects on ecosystem
35	Threats to Biodiversity	Revision	Short & long answers
36	Full Syllabus	Complete revision	Quick recap
37	Practice	Previous year questions	Answer writing
38	Practice	Sample test	Self-evaluation
39	Improvement	Weak areas	Focused revision
40	Final Revision	All topics	Key points



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Syllabus for BBA Admission Batch 2026

Subject Name: BASIC EXCEL Credit: 2 Lecture Hours: 20

Subject Code: BBABB184

Pre-requisite: Basic Knowledge of Excel

Study Material COURSERA MIT Opencourseware NPTEL LinkedIn
Learning

COURSE OBJECTIVES:

1. Equip learners to confidently navigate the interface, manage worksheets, input/edit data, and apply essential formatting.
2. Enable students to perform calculations and data analysis using functions like SUM, AVERAGE, IF, VLOOKUP, plus conditional formatting and data validation..

3. Teach effective data presentation through charts, PivotTables/PivotCharts, and interactive dashboards for clear reporting.
4. 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.

CO4: Students will be able to develop and implement the basic data management procedures like data cleaning , data analysis and data transformation

Module number	Topic	Sub-topics	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	<i>International Academia:</i> MIT.Edu	12	
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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	<i>International Academia:</i> MIT.Edu	10	
3.	Intermediate Techniques	Data Validation & Conditional Formatting– Data entry control: dropdowns, list validation, custom formulas Highlight rules, data bars,	1. Microsoft Excel 2019 Bible by Michael Alexander, Kusleika & Walkenbach			

		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	2.Excel 2019 All-in-One For Dummies by Greg Harvey 3.Excel Formulas & Functions For Dummies by Ken Bluttman			
4	Lab Session	PivotTables & PivotCharts– Creating PivotTables; grouping, filters, slicers, PivotCharts Hands on Practice & cases	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			
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TEXTBOOK:

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 Bluttma



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 2026

Subject Name: Soft Skill Development

Credit: 2

Lecture Hours: 20

Subject Code: BBABB185

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn](#)

[Learning](#)

COURSE OBJECTIVES:

1. To develop essential soft skills required for personal and professional success.
2. To enhance communication and interpersonal abilities.
3. To build confidence, personality, and professional etiquette.
4. To improve basic grammar and language proficiency.

COURSE OUTCOMES:

CO	Details
1	Understand key soft skills and their importance
2	Demonstrate effective communication skills

3	Build interpersonal relationships and teamwork abilities
4	Develop personality and basic language proficiency

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 1 Introduction to Soft Skills	• Meaning and importance of soft skills • Types of soft skills (personal, social, professional) • Hard skills vs soft skills • Emotional intelligence basics	<i>Soft Skills: Enhancing Personal and Professional Success. Dr. Soma Mahesh Kumar.</i>	International Academia: https://www.ocw.mit.edu/courses/21w-780-communicating-in-technical-organizations-fall-2001/ Industry Mapping: Comprehensive understanding of key soft skills, including effective verbal and non-verbal communication, active listening, teamwork, and conflict resolution.	5	https://www.ibscases.org/images/PDFs/textbooks/Soft%20Skills-II.pdf

2	Module 2 Communication Skills	• Verbal and non-verbal communication • Listening skills and barriers to communication • Public speaking and presentation skills • Professional communication (emails, meetings) • Body language and confidence building	<i>Soft Skills: Enhancing Personal and Professional Success. Dr. Soma Mahesh Kumar.</i> https://resource.cdn.icai.org/61867bos50299-cp3.pdf	International Academia: https://learn.mit.edu/c/unit/ocw?resource=5798&utm_source=chatgpt.com Industry Mapping: Expressing ideas clearly and confidently in both personal and professional contexts.	5	https://www.ibscases.org/images/PDFs/text_books/Soft%20Skills-II.pdf
3	Module 3 Interpersonal Relationships & Basic Grammar	• Interpersonal skills and relationship building • Teamwork and collaboration • Conflict resolution and negotiation • Basics of English grammar (tenses, sentence structure, parts of speech) • Common errors and effective writing	https://resource.cdn.icai.org/61865bos50299-cp1.pdf https://resource.cdn.icai.org/61866bos50299-cp2.pdf	International Standards: https://archive.nptel.ac.in/content/storage2/courses/109104030/Module1/Lecture1.pdf Industry Mapping: Enabling students to work collaboratively in diverse teams and maintain healthy professional relationships	5	https://www.europeannproceedings.com/article/10.15405/epsbs.2019.12.54
4	Module 4 Personality Development	• Self-awareness and self-confidence • Grooming and professional etiquette	<i>Soft Skills: Enhancing Personal and Professional Success. Dr. Soma Mahesh Kumar.</i>	International Standards: https://www.ocw.mit.edu/courses/21w-780-communicating-	5	https://www.ibscases.org/images/PDFs/text_books/Soft%20Skills-II.pdf

		• Leadership skills and decision-making • Stress management and positive attitude • Career readiness and interview skills		in-technical-organizations-fall-2001/?utm_source=chatgpt.com Industry Mapping: Personality development, including self-awareness, self-confidence, leadership qualities, and professional etiquette.		
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**Submitted by Prof. (Dr.) Suchismita Paul and Prof. Priyanka Singh of IEM Salt lake campus*

TextBook:

Soft Skills: Enhancing Personal and Professional Success. Dr. Soma Mahesh Kumar.

Reference Book:

Strengthening Your Soft Skills (HBR's 10 Must Reads), Harvard Business Review

Course Outcomes (COs) code & Statement	Program Outcomes (POs)							
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8
CO-1	2	2	1	1	NA	2	1	1
CO-2	3	3	2	2	NA	3	2	2
CO-3	2	3	3	2	2	3	2	2

CO-4	3	2	2	3	NA	3	3	2
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**Strength – 3 (Strong), 2 (Medium), 1(Weak), NA*

Lesson Plan

Day	Topic
1	Introduction to Soft Skills & Importance
2	Types of Soft Skills & Hard vs Soft Skills
3	Emotional Intelligence & Self-Awareness
4	Time Management & Goal Setting
5	Case Discussion / Activity
6	Basics of Communication (Verbal & Non-verbal)
7	Listening Skills & Barriers to Communication
8	Body Language & Confidence Building
9	Public Speaking & Presentation Skills
10	Case Discussion / Presentation Activity
11	Interpersonal Skills & Relationship Building
12	Teamwork & Collaboration
13	Conflict Resolution & Negotiation
14	Basics of Grammar (Tenses & Sentence Structure)
15	Case Discussion / Writing Practice
16	Personality Development & Self-Confidence
17	Grooming & Professional Etiquette
18	Leadership & Decision Making
19	Stress Management & Positive Attitude
20	Mock Interview / Final Activity