

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 2024

Subject Name: Strategic Management

Credit:4

Lecture Hours: 40

Subject Code: BBABB501

Study Material

[MIT OpenCourseWare,](#)

[NPTEL,](#)

[LinkedIn](#)

[Learning](#)

COURSE OBJECTIVES:

1. To enable the students to understand the fundamental concept of business strategy.
2. To enable the students to understand the fundamental techniques of formulating strategies.
3. To enable the students to understand the relevance of strategy for sustaining in a competitive scenario.
4. To understand the logic of designing an effective strategy for the growth of a corporate.

COURSE OUTCOMES:

CO1: Students can examine the fundamentals of strategic business issues.

CO2: Students are able to evaluate different business techniques.

CO3: Students can analyse the importance and logic of formulating the business strategy.

CO4: Students can apply and implement strategies in corporate settings for business growth.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Introduction, Strategic Intent- Vision, Mission & Objectives (VMO) [Module 1]	- Definition and meaning of strategy & Strategic management; Objectives & role of strategic management. - Benefits and importance of strategic management; Causes for failure of strategic management; the strategic management process. - Vision – concept & importance; - Mission –concept & relevance; - Objectives & goals – concept & relevance; - Components of the mission statement, - Formulation of mission & objectives and their specificity; Examples of	Strategic Management Azhar Kazmi, Adela Kazmi McGraw-Hill. Chapter – 1	International Academia: https://www.massey.ac.nz/study/courses/strategic-management-and-international-business-115821/ Industry Mapping:	10	Case study on “Tata Group: Strategic Intent and Corporate Values”

		VMO.				
2	Environmental Analysis Module 2	• Concept of environment, environmental analysis and appraisal, • Need for & component of external environment analysis; • Tools & techniques of environment analysis – PESTEL, ETOP; Porter's Five Forces Model • Concept of Internal analysis; Value chain analysis; Factors of internal analysis; • Strategic & Situational Analysis – SWOT Analysis, TOWS Matrix	Strategic Management Azhar Kazmi, Adela Kazmi McGraw-Hill. Chapter – 5, 7(7.1, 7.2, 7.3)	International Academia: https://www.massey.ac.nz/study/courses/strategic-management-and-international-business-115821/ Industry Mapping:	10	Case study on “Flipkart: Environmental Analysis and Competitive Positioning”
3	Strategic Planning Module 3	• Meaning & Stages of Strategic Planning; Corporate goal setting, functional goal setting, managerial goal setting, positioning organisation • Strategy Design I - Corporate level strategies: Concept, scope, types, and • significance of corporate-level strategies; Generic	Strategic Management Azhar Kazmi, Adela Kazmi McGraw-Hill. Chapter - 3	International Standards: https://www.massey.ac.nz/study/courses/strategic-management-and-international-business-115821/	10	Case study on “Reliance Jio: Competitive Strategy and Market Entry”

		Growth/expansion strategies - characteristics, forms, applicability; Ansoff matrix • Strategy Design II - Business level strategies: Concept of business level strategies; Competitive advantage and Core competencies; Cost leadership, differentiation & focus; Porter's framework of competitive strategies; Concept of SBU		Industry Mapping:		
4	Strategic Analysis, Choice and Implementation Module 4	• Concept of strategic analysis and choice; BCG Matrix & GE-Nine Cell Planning grid, Brand Strategies. • Strategic Management Process, Strategy Implementation Process Strategic Actions - Mergers, Acquisitions & Diversification	<i>Strategic Management</i> <i>Azhar Kazmi, Adela Kazmi</i> <i>McGraw-Hill</i> <i>Chapter - 5, 8(8.1, 8.3, 8.3), 14</i>	International Standards: https://ocw.mit.edu/courses/15-902-strategic-management-i-fall-2006/ Industry Mapping:	10	Case study on "Hindustan Unilever Limited: Portfolio Strategy using BCG Matrix"

*Submitted by Dr. Rabin Mazumder and Tanmoy Chakraborty, IEM Saltlake campus

Textbook: Strategic Management, Azhar Kazmi, Adela Kazmi, McGraw-Hill

Reference Book: Strategic Management Theory & Cases. An Integrated Approach Charles W.L. Hill/ Melissa A. Schilling, Gareth Jones, Cengage

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

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

Lesson Plan

Day	Topic
1	Introduction to Strategy & Strategic Management
2	Objectives & Role of Strategic Management
3	Benefits & Importance; Causes of Failure
4	Strategic Management Process
5	Vision: Concept & Importance
6	Mission: Concept & Relevance
7	Objectives & Goals
8	Components of Mission Statement
9	Formulation of Mission & Objectives (Examples of VMO)
10	Case Study
11	Concept of Environment & Environmental Analysis
12	Need & Components of External Environment
13	PESTEL Analysis
14	ETOP Analysis
15	Porter's Five Forces Model

16	Internal Analysis: Concept & Importance
17	Value Chain Analysis
18	Factors of Internal Analysis
19	SWOT Analysis & TOWS Matrix
20	Case Study
21	Meaning & Stages of Strategic Planning
22	Corporate Goal Setting
23	Functional & Managerial Goal Setting
24	Positioning the Organisation
25	Corporate Level Strategy: Concept & Types
26	Growth Strategies & Ansoff Matrix
27	Business Level Strategy & Competitive Advantage
28	Porter's Generic Strategies
29	Concept of SBU
30	Case Study
31	Concept of Strategic Analysis & Choice
32	BCG Matrix
33	GE Nine Cell Planning Grid
34	Brand Strategies
35	Strategic Management Process (Implementation Perspective)
36	Strategy Implementation Process
37	Strategic Actions: Mergers
38	Strategic Actions: Acquisitions
39	Strategic Actions: Diversification
40	Case Study

MAJOR I

MARKETING MANAGEMENT (MM)



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: Consumer Behaviour Credit: 4 Lecture Hours: 40

Subject Code: BBAMM502

[Study Material](#) [MIT Open courseware](#) [MIT Open Courseware](#) [LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To understand evaluate, and predict consumer behavior.
2. To deepens a student's knowledge to understand the complexities of consumer.
3. To take effective decision-making for the target customers.
4. To translate them into effective marketing strategies in the Indian Context.

COURSE OUTCOMES:

- CO1: After completion of this course the learner will be able to develop a better understanding of concepts and models of consumer behaviour.
- CO2: After completion of this course the learner will be able to provide insights for the consumer purchase decision process.
- CO3: After completion of this course the learner will be able to able to develop appropriate marketing strategies for different segments of consumers
- CO4: After completion of this course the learner will be able to assess the future actions to be taken for acquiring and retaining consumer

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Understanding Consumer Behavior	• Introduction to Consumer Behavior; Consumer Behavior and the Marketing • Concepts; Value and the Consumer Behavior Framework; Online Consumer • Behavior. Organizational Buying Behavior; Consumerism	<i>Nair, S. R. Consumer Behavior Consumer Behavior & Marketing Research. Himalaya Pub. House.</i>	International Academia: MIT Open Course:	8	Case Analysis

2	External Influences on Consumer Behavior	- Lifestyles and Psychographics on Buying Behavior; Social Class and Group - Influence on Consumer Behavior – Reference Group and Family Influence on - Buying Behavior; Influence of Culture on Consumer Behavior	Nair, S. R. Consumer Behavior Consumer Behavior & Marketing Research. Himalaya Pub. House.	International Academia: MIT Open Course: Industry Lecture: Offline	9	Case Analysis
3	Internal Influences on Consumer Behavior	Consumer Perception; Consumer Learning, Memory and Involvement; Dynamics of Consumer Motivation; Consumer Personality; Consumer Attitudes and Attitude Change.	Schiffman, L. G.; Kanuk L. L. and Kumar, S. R. Consumer Behavior. Pearson Education Inc.	International Standards: MIT Open Course: Industry Mapping:	11	Simulation Games
4	Consumer Decision Making	Concept of Consumer Decision; Situational Influence on Consumer's Decision; Consumer Decision Making Process – Need Recognition and Search, Alternative Evaluation and Choice, Post-purchase Behavior; Different Models of Consumer Decision Making	Schiffman, L. G.; Kanuk L. L. and Kumar, S. R. Consumer Behavior. Pearson Education Inc.	International Standards: MIT Open Course: Industry Mapping:	12	Simulation Games

**Submitted by Dr. Soumik Gangopadhyay, IEM Saltlake campus*

TEXTBOOK:

- Schiffman, L. G.; Kanuk L. L. and Kumar, S. R. Consumer Behavior. Pearson Education Inc.
- Babin, B.J.; Harris, E.G. and Mohan, Ashutosh. Consumer Behavior (CB): A South Asian Perspective. Cengage Learning India Pvt. Limited
- Evans, M.; Jamal, A. and Foxall, G. Consumer Behavior, John Wiley & Sons LTD.

4. Solomon, M. R. Consumer Behavior Buying, Having and Being. PHI Learning Private Limited
5. Nair, S. R. Consumer Behavior Consumer Behavior & Marketing Research. Himalaya Pub. House.

Reference Book:

- Loudon, D. L. and Bitta, J. Albert Della. Consumer Behavior; Concepts and Applications. Tata McGraw Hill Publishing Company Limited
- Hawkins, D. I.; Best, R. J. and Coney, K. A. Consumer Behavior: Building Marketing Strategy. Tata McGraw-Hill Publishing Company Limited.

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

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

Lesson Plan

Day	Topic
1	Introduction to Consumer Behavior (1 hour)
2	Introduction to Consumer Behavior (1 hour)
3	Consumer Behavior and the Marketing Concepts (1.5 hours)
4	Consumer Behavior and the Marketing Concepts (1.5 hours)
5	Value and the Consumer Behavior Framework (1.5 hours)
6	Online Consumer Behavior (2 hours)
8	Online Consumer Behavior (2 hours)

9	Organizational Buying Behavior (2 hours)
10	Organizational Buying Behavior (2 hours)
11	Consumerism, Lifestyles and Psychographics on Buying Behavior (2 hours)
12	Consumerism, Lifestyles and Psychographics on Buying Behavior (2 hours)
13	Social Class and Group Influence on Consumer Behavior (2 hours)
14	Social Class and Group Influence on Consumer Behavior (2 hours)
15	Reference Group and Family Influence on Buying Behavior (3 hours)
16	Case study
17	Quiz
18	Influence of Culture on Consumer Behavior (3 hours)
19	Consumer Perception (1.5 hours)
20	Consumer Perception (1.5 hours)
21	Consumer Learning, Memory and Involvement (1.5 hours)
22	Dynamics of Consumer Motivation (2 hours)
23	Dynamics of Consumer Motivation (2 hours)
24	Consumer Personality (1.5 hours)
25	Consumer Attitudes and Attitude Change (1.5 hours)
26	Consumer Attitudes and Attitude Change (1.5 hours)
27	Concept of Consumer Decision (1.5 hours)
28	Concept of Consumer Decision (1.5 hours)
29	Situational Influence on Consumer's Decision (1.5 hours)
30	Consumer Decision Making Process – Need Recognition and Search (1.5 hours)
31	Case Study analysis
32	Consumer Decision Making Process – Alternative Evaluation and Choice (1.5 hours)
33	Simulation Management Games
34	Case Study Analysis
35	Consumer Decision Making Process – Post-purchase Behavior (2 hours)
36	Consumer Decision Making Process – Post-purchase Behavior (2 hours)
37	Different Models of Consumer Decision Making (6 hours)
38	Different Models of Consumer Decision Making (6 hours)

39	Different Models of Consumer Decision Making (6 hours)
40	Doubt clearing, Question analysis



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: Brand and Retail Management

Credit: 4

Lecture Hours: 40

Subject Code: BBAMM503

Relevant Links:

[Study Material](#) [NPTEL1 \(Brand\)](#) [NPTEL2 \(Retail Management\)](#) [LinkedIn Learning_1 \(Brand\)](#) [LinkedIn Learning_2 \(Retail Management\)](#)

COURSE OBJECTIVES:

- To make the students understand the foundational concepts of branding such as brand identity, brand associations, brand equity, and how these influence consumer perception and loyalty.
- To make the students understand strategic brand management techniques including brand positioning, value creation, and brand personality in real business scenarios.

- To make the students understand the structure and dynamics of retailing in India by exploring retail growth, types of retail formats, retail organization, market segmentation, and consumer behavior.
- To make the students understand key operational strategies in retail management such as merchandising, retail location planning, store operations, and various promotional techniques to enhance customer experience.

COURSE OUTCOMES:

CO1: To enable students to understand key branding concepts and terminology and its relevance in modern businesses.

CO2: To develop the ability to analyze and apply brand management strategies such as brand positioning, equity, value, personality, and consumer-brand relationships in practical contexts.

CO3: To be able to describe the different concepts and elements of retail management and its relevance in modern businesses.

CO4: To enable students to evaluate and design effective retail strategies by understanding retail organization structures, operational efficiency, and the integration of merchandising, category management, and promotional techniques.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping Industry International Academia with and	Lecture Hours	Corresponding Assignment Lab
1	Brand & Branding Terms & Concepts	• Introduction to Brand; • Significance of Branding; • Difference between a Product and a Brand; • Types of Brands; • Rationale for building a Brand; • Branding Challenges; • Overcoming the challenges; • Key Issues in Branding; • Brand Identity; • Brand Names and Brand Extensions;	Brand Management – Principles and Practices Kirti Dutta, (Second Edition) Oxford University Press Chapters – 1, 2	International Academia: https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/resources/mit15_810f10_lec10/ Industry Mapping: Importance of building successful brands. What type of branding activity organization will adopt in relation to their products AICTE-prescribed BBA syllabus: (https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf)	10	• Case Study on Maggi Noodles. (Brand Management – Principles and Practices, Kirti Dutta), Second Edition, Oxford University Press, Pg. 25 • Case Study on Lux – Symbolizing Beauty (Brand Management – Principles and Practices, Kirti Dutta), Second Edition, Oxford University Press, Pg. 66

2	Brand Selection & Management of Brand	Brand Loyalty; Brand Knowledge; Brand Resonance; Brand Equity; Brand Value; Brand Associations; Brand Personality; Brand Management; Consumer Behaviour and Brand Buying Decisions; Brand Positioning; Repositioning and its strategies	Brand Management – Principles and Practices Kirti Dutta, (Second Edition) Oxford University Press Chapters – 4, 7, 8	International Standards https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/resources/mit15_810f10_lec10/ Industry Mapping: Brand equity and how organizations build it over time. Effective brand positioning strategy to be able to influence consumer purchase decision making process AICTE-prescribed BBA syllabus: https://www.aicte-india.org/sites/default/files/Model_Curriculum/BA%20Final.pdf	10	• Case Study on Building Brand Equity (Brand Management – Principles and Practices, Kirti Dutta), Second Edition, Oxford University Press, Pg. 133 • Case Study on Asian Paints: Painting New Vistas (Brand Management – Principles and Practices, Kirti Dutta), Second Edition, Oxford University Press, Pg. 246
---	--	---	---	---	----	--

3	Retailing & Retail Management	Introduction to Retailing; Definition, Characteristics, Theories of Retailing; Emerging trends in retailing; Evolution of retailing in India; Factors behind the change of Indian retail industry; Retail Formats: Retail institutions by ownership, Retail institutions by Store-Based Strategy Mix, Web, and Non-store based, and other forms of Non-traditional Retailing; Retail consumers; Retail Marketing Mix; Advertising & Sales Promotion; Store positioning; Retail Merchandising; Buying Organization Formats and Processes; Devising Merchandise Plans, Shrinkage in retail merchandise management; Mark-up & Markdown in merchandise management; Merchandise Pricing: Concept of Merchandise Pricing, Pricing Objectives, External factors affecting a retail price strategy, Pricing Strategies, Types of Pricing, Retail People Strategy	Retail Management: Text and Cases by Giri, Paul & Chatterjee. PHI Chapters – 1,2, 3, 4, 5 Retailing Management by Levy, Weitz and Pandit. (Sixth Edition); McGraw Hill Education Chapters – 1,2,4,5,9,14,15	International Standards https://ocw.mit.edu/courses/15-390-new-enterprises-spring-2013/resources/mit15_390s13_lec07/ Industry Mapping: Importance of strategic retail planning STP in retail operations AICTE-prescribed BBA syllabus: (https://www.aicte-india.org/sites/default/files/Model_Curriculum/BA%20Final.pdf)	10	• Case Study on Big Bazaar- The Indian Walmart (Retail Management, 3rd Edition, Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava) Pg. 53 • Case Study on Market Segmentation for Upcoming Mall (Retail Management, 3rd Edition, Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava) Pg. 141
4	Retail operations	Retail Finance strategy; Retail Location Strategy- Choosing a Store Location: Trading-Area analysis, characteristics of	Retail Management: Text and	International Standards https://ocw.mit.edu/courses/15-390-new-enterprises-spring-2013/resources/mit15_390s13_lec07/	10	• Case Study on Time to Decide New Store Locations

	manage ment	trading areas, Site selection, Types of locations, location and site evaluation: theories and application. Store Planning: Design & Layout, Introduction to Visual merchandising, Retail Image Mix, effective retail space management, floor space management; Buying and Merchandising strategy; Service Strategy; Customer Relationship and Customer experience; IT in retailing; E-tailing, quick commerce.	Cases by Giri, Paul & Chatterjee. PHI Chapters – 7, 8, 9, 10, 16, 17, 18 Retailing Management by Levy, Weitz and Pandit. (Sixth Edition); McGraw Hill Education Chapters: 3,6,7,8,11,13, 18	urses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/resources/mit15_810f15_l14_promotion/ Industry Mapping: Understanding the operations of a retail store starting from retail location search AICTE-prescribed BBA syllabus: (https://www.aicte-india.org/sites/default/files/Model_Curriculum/BA%20Final.pdf)		(Retail Management, 3rd Edition, Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava) Pg. 180 • Case Study on McDonald's Promotion Strategy in India (Retail Management, 3rd Edition, Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava) Pg. 313
--	------------------------	--	---	---	--	--

****Submitted by Prof. Joysri Datta, IEM Saltlake Campus, Kolkata, India**

TEXT BOOKS:

1. **Brand Management – Principles and Practices by Kirti Dutta (Second Edition); Oxford University Press [Chapters: 1,2,4,7,8]**
2. **Retail Management: Text and Cases by Arunangshu Giri, Pradip Paul & Satakshi Chatterjee; PHI [Chapters: 1,2,3,4,5,7,8,9,10,16,17,18]**

3. Retailing Management by Levy, Weitz and Pandit; McGraw Hill Education (Sixth Edition); [Chapters: 1,2,3,4,5,6,7,8,9,11,13,14,15,18]

REFERENCE BOOKS:

1. Retail Management, Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava (Third Edition); Oxford University Press

CO-PO Mapping:

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

Lesson Plan

Module 1: Brand & Branding Terms & Concepts, 3rd Year

WORKING DAY	DAY	Lesson Plan - Description
1	1	Syllabus Discussion
2	2	Introduction to Branding: Definition of a Brand, Evolution and significance of branding, Product vs. Brand
3	3	Types of Brands: Learn classification of brands and real-world examples

4	4	Rationale for Building a Brand: Explore reasons behind creating strong brands
5	5	Branding Challenges: Understand common hurdles in branding (e.g., clutter, commoditization)
6	6	Overcoming Branding Challenges: Learn ways companies overcome branding challenges
7	7	Brand Identity: Understand brand elements: name, logo, tagline, colour, personality
8	8	Brand Names & Brand Extensions: Learn how brand names are chosen; understand line and category extensions
9	9	Case- Study Discussion
10	10	Recap and Evaluation: Module recap and open Q&A session, Graded quiz.

Module 2: Brand Selection & Management of Brand, 3rd Year

WORKING DAY	DAY	Lesson Plan - Description
1	1	Brand Loyalty: Understand what drives brand loyalty and its importance to brand performance
2	2	Brand Knowledge & Brand Resonance (Keller's Model): Learn how consumers perceive brands and how deep brand relationships are built
3	3	Brand Equity – Meaning, Sources, Measurement: Explore the concept, sources, and methods of evaluating brand equity
4	4	Brand Value – Financial vs Consumer-based: Distinguish between financial and perceptual value of a brand
5	5	Brand Associations: Identify different types of brand associations and their role in brand meaning
6	6	Brand Personality: Understand how brands develop a personality and how it affects consumer connection
7	7	Brand Management, Brand Positioning: Learn how positioning works and see successful positioning examples

8	8	Consumer Behaviour and Brand Buying Decisions: Understand how consumer behavior affects branding decisions
9	9	Case Study Discussion
10	10	Recap and Evaluation: Module recap and open Q&A session, Graded quiz.

Module 3: Retailing & Retail Management, 3rd Year

WORKING DAY	DAY	Lesson Plan - Description
1	1	Concept and Scope of Retailing: Understand the meaning, evolution, and scope of retailing; Growth and Importance of Retailing
2	2	Trends in Retailing in India (Online, Omnichannel, D2C, etc.): Explore modern shifts in consumer and retailer behavior in India
3	3	Retail Formats: Concepts & Classification (Unorganized to Modern) Understand various retail formats: Retail institutions by ownership, Store-based strategy mix, non-store & modern formats, Non-traditional retailing
4	4	Factors Driving Change in Indian Retail Industry: Economic (income growth, urbanization), Technological (digital payments, e-commerce), Demographic & lifestyle changes, Government policies & FDI
5	5	Emerging Trends in Retailing: Omnichannel retailing, AI & data analytics in retail; Sustainability and green retailing; Quick commerce & hyperlocal delivery
6	6	Retail Organization: Structure & Functional Areas Understand how retail businesses are structured (operations, merchandising, HR, etc.)
7	7	Retail Management: Functions & Strategy:

		Learn core management functions in retailing (location, pricing, store design)
8	8	Retail Merchandising & Buying: Concept of retail merchandising; Buying organization formats; Buying process; Merchandise planning; Mark-up & markdown concepts
9	9	Case Study Discussion
10	10	Recap and Evaluation: Module recap and open Q&A session, Graded quiz.

Module 4: Retail Operations Management, 3rd Year

WORKING DAY	DAY	Lesson Plan - Description
1	1	Retail Financial Strategy: Meaning & importance of retail finance, Components: Cost structure in retail, Revenue streams, Profit planning,
2	2	Retail Location Strategy: Importance of location in retail success, Types of retail locations, Factors affecting location decisions
3	3	Trading Area Analysis: Characteristics of trading area, Methods of analysing trading areas
4	4	Store Planning – Design & Layout: Importance of store design, Types of store layouts, Elements of store design
5	5	Visual Merchandising & Retail Image Mix: Introduction to visual merchandising, Retail Image Mix
6	6	Retail Space Management:

		Effective retail space management, Floor space allocation, Shelf space management, Planograms
7	7	Buying & Merchandising Strategy: Buying process, Vendor selection, Merchandise planning Service Strategy: Importance of customer service in retail, Service quality dimensions
8	8	Online Retailing: Trends, Comparison with offline & Omnichannel Integration Explore growth and operations in e-commerce and hybrid retail formats; Quick Commerce
9	9	Case Study Discussion
10	10	Recap and Evaluation: Module recap and open Q&A session, Graded quiz.

MAJOR II

FINANCIAL MANAGEMENT (FM)



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 2022

Subject Name: Direct Taxation Credit: 4 Lecture Hours: 40

Subject Code: BBAFM502

[Study Material](#) [MIT Open courseware](#) [NPTEL](#) [LinkedIn Learning](#) [Coursera](#)

COURSE OBJECTIVES:

- 1.To help the students to develop cognizance of the importance of taxation.
2. To enable students to develop a concept about the different heads of Income.

3. To enable the students to analyze the income and relevant permitted deduction.
4. To understand make them understand how the prepare the Gross total Income

COURSE OUTCOMES:

CO1: Students will be able to comprehend the importance of taxation and its need in everyday life.

CO2: Students will develop an understanding on various heads of income

CO3: Students can analyze the importance and logic of deduction under various heads.

CO4: Students will be involved in the preparation of total income statements.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Introduction and Basic Concepts and Definitions under IT Act	Assesse, Previous year, Assessment year, Person. Income, Sources of income, Heads of income, Gross total income, Total income, Maximum marginal rate of tax, Tax Evasion, Tax avoidance, Tax planning. b. Residential Status and Incidence of Tax of Individual. c. Agricultural Income - Concept	Taxation 1 Dr. C H Sengupta Dey Book Concern Chapter – 1,2,3,4 &13	Industry Mapping: Industry Mapping: implication of concept of residence and tax planning	8	Case Study on Tax evasion
2	Heads of Income and Provisions governing Heads of Income	a. Income from Salaries. b. Income from House Property. c. Profits and Gains of Business and Profession - Concept.	Taxation 1 Dr. C H Sengupta Dey Book Concern	Industry Mapping: Computation of income under	20	Case study on the Different Heads of Income and Frauds

		d. Capital Gains - Meaning and types of capital assets, basic concept of transfer, cost of acquisition, cost of improvement and indexation, computation of STCG and LTCG. e. Income from Other Sources - Concept.	Chapter – 5,6,7,8 &9	various Heads of income		
3	Deductions from Gross Total Income	Deductions from Gross Total Income - Basic concepts, deductions u/s 80C, 80CCC, 80D, 80DD, 80E, 80G, 80TTA, 80U.	Taxation 1 Dr. C H Sengupta Dey Book Concern Chapter – 10	Industry Mapping: Learning the importance of various deductions from industry	6	Case study on frauds done by false claim of deduction
4	Concept of Set off and Carry forward and Gross Total Income	a. Set off and Carry Forward of Losses, Mode of set off and carry forward, inter source and inter head set off. b. Computation of GTI.	Taxation 1 Dr. C H Sengupta Dey Book Concern Chapter – 11&12	Industry Mapping: Learning the need of computing of gross total income	6	Developing comments on financial condition of companies from their Gross Total Income

**Submitted by Abhijit Ghose Saltlake campus*

TEXTBOOK:

Recommended Books: Text Book: 1. Taxation -1 Dr C.H. Sengupta , Dey Book Concern.

2. Sengupta, C.H., Direct & Indirect Taxes, Dey Book Concern.

References: 1. Ahuja and Gupta, Direct Taxes Law and Practice, Bharat.

2. Lal and Vashist, Direct Taxes, Pearson.

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

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

Lesson Plan

Day	Topic
1	Introduction of Direct Tax
2	Meaning of Assesse , Assessment year , Previous Year, Person
3	Different heads of Income
4	Tax Planning in details
5	Tax Evasion
6	Residential Status
7	Incidence of Tax – Concept
8	Agricultural Income
9	Income from salary- Introduction

10	Income from Salary- Various Allowance
11	Income from Salary -Pension , LTA and others
12	Income from Salary – Calculation of Motor Car allowances
13	Income from House Property – concept
14	Income from House Property – Self Occupied
15	Income from House Property- Let Out
16	Income from House Property – Sums
17	Income from Business & Profession- Concept
18	Income from Business & Profession- Eligible Incomes
19	Income from Business & Profession- Non eligible Incomes
20	Income from Business & Profession- Sums
21	Capital Gains- Concept
22	Capital Gains- Short Term
23	Capital Gains- Long Term
24	Calculations on Capital Gains
25	Income from other Sources- Concept
26	Income from other Sources- Various Sections
27	Income from other Sources- various deductions
28	Income from other Sources – Sums
29	Deduction from Gross Total Income- Concept
30	Deduction from Gross Total Income- Various Sections
31	Deduction from Gross Total Income- Sections in details
32	Deduction from Gross Total Income- Calculations
33	Deduction from Gross Total Income – sums

34	Case Study
35	Set off Losses
36	Carry forward of losses
37	Sums on Set off and Carry forward of losses
38	Case study discussion
39	Calculation of Gross Total Income
40	Calculation and Gross Total Income – Case laws



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: Advanced Financial Management

Credit: 4

Lecture

Hours: 40

Subject Code: BBAFM503

Study Material

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To provide an in-depth view of the process in financial management of the firm.
2. To develop knowledge on the allocation, management and funding of financial resources.
3. To improve students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
4. 4. To enhance student's ability in dealing with cash management and also long-term planning which involves major capital investment decisions and raising long-term finance.

COURSE OUTCOMES:

CO1: Students will be able to demonstrate progressive learning of various tools used to analyse the financial position of a firm.

CO2: Students will demonstrate progressive learning in the elements of managerial decision making, including planning, directing and controlling activities in a business environment.

CO3: Students will learn relevant managerial accounting career skills and will be able to apply both quantitative and qualitative knowledge to appraise practical situations.

CO4: Students will demonstrate progressive affective domain development of values, appraise short term and long term decisions regarding major capital investments and raising finances in the most optimum manner in real life scenarios. An overall idea of these concepts will enable the students to operate efficiently in a practical world which will help them in becoming financial analysts of the future.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Capital Budgeting- Additional Aspects	• Meaning of capital budgeting • Comparison of NPV, IRR, Profitability Index methods • Project selection under capital rationing • Inflation and capital budgeting	Financial Management by Kar Bagchi (Dey Book Concern) Ch- 7	<i>International Academia:</i> MIT.Edu MIT Opencourseware	10	Case Study: On capital budgeting

2	Leverage	• Operating leverage • Financial leverage • Combined leverage	Financial Management by Kar Bagchi (Dey Book Concern) Ch- 5	International Academia: MIT.Edu MIT Opencourseware	10	Case Study:
3	Financial Statement Analysis using Cash flow statement	• Meaning of cash flow statement • Comparison of cash flow statement and cash budget • Classification of cash flows: Cashflow from operating activities Cashflow from investment activities Cashflow from financing activities	Financial Management by M Y Khan and P K Jain Ch-5	International Academia: MIT.Edu MIT Opencourseware	10	Case Study:
4	Dividend and valuation	• Determinants of dividend policy • Relevance of dividend- Dividend policy models: Walter's model, Gordon's model and • Irrelevance of dividend- MM Hypothesis	Financial Management by Kar Bagchi (Dey Book Concern) Ch- 8	International Standards : MIT.Edu https://ocw.mit.edu/courses/15-414-financial-management-summer-2003/	10	Case Study:

***Submitted by Prof(Dr). Ajanta Ghosh, IEM Saltlake Campus ***

TextBook:

Financial Management by Subrata Kar and Nimai Bagchi, Dey Book Concern (Chapters: 5, 7 and 8)

Reference Book:

Financial Management by Khan and Jain, Tata Mc Graw Hill.(Chapter : 5)

CO-PO Mapping

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	3	
CO-2		2	3			2		2
CO-3		2				3	2	2
CO-4		2	2			3	2	

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

Lesson Plan

Day	Topic
1	Meaning of capital budgeting-Payback period
2	Capital budgeting techniques-NPV
3	IRR,
4	Profitability Index methods
5	Comparison of NPV, Profitability Index methods
6	Project selection under capital rationing
7	Inflation and capital budgeting

8	Case study discussion
9	Operating leverage
10	Operating leverage-sums
11	Financial leverage
12	Financial leverage-sums
13	Combined leverage
14	Combined leverage-sums
15	EBIT-EPS Analysis
16	EBIT-EPS Analysis
17	Case study discussion
18	Meaning of cash flow statement
19	Comparison of cash flow statement and cash budget
20	Cashflow from operating activities
21	Cashflow from operating activities
22	Cashflow from operating activities
23	Cashflow from investment activities
24	Cashflow from investment activities
25	Cashflow from financing activities
26	Cashflow from financing activities
27	Cash flow statement -full sum
28	Cash flow statement -full sum
29	Case study discussion
30	Determinants of dividend policy

31	Dividend policy
32	Relevance of dividend-Dividend policy models: Walter's model,
33	Relevance of dividend-Dividend policy models: Walter's model,
34	Relevance of dividend-Dividend policy models: Gordon's model,
35	Relevance of dividend-Dividend policy models: Gordon's model,
36	Irrelevance of dividend-MM Hypothesis
37	Irrelevance of dividend-MM Hypothesis
38	Case study discussion
39	Financial Analysis
40	Financial Analysis

MAJOR II

BUSINESS ANALYTICS (BA)



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

[Study Material](#)

[MIT/StandFord OpenCourseware](#)

[NPTEL](#)

[LinkedIn](#)

[Learning](#)

Subject Name: Predictive Analytics

Credit: 4

Lecture

Hours: 40

Subject Code: BBABA502

Course Objective:

1. Master data pre-processing techniques to prepare raw datasets for machine learning, including handling missing values and scaling features.

2. Understand and apply regression models to predict continuous outcomes, evaluating performance with appropriate metrics.
3. Implement classification algorithms to predict categorical outcomes and assess model effectiveness using metrics like accuracy and F1-score.
4. Gain proficiency in model evaluation and tuning to optimize machine learning models for better performance and generalization.

Course Outcome:

CO1: Students will be able to understand the importance of Predictive analytics & its real world application

CO2: Students will be able to apprehend data pre-processing techniques and importance.

CO3: Students will be able to understand and apply simple & multiple linear regression model along with evaluation and validation techniques.

CO4: Students will be able to understand and apply tree based classification model along with evaluation and validation techniques.

Module number	Topic	Sub-topics	TextBook	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab / Case-Study Assignment
1	Introduction to Predictive Modelling & Data	- What is predictive modelling; Human vs machine learning; Types of machine learning techniques; Applications in business studies. - Types of Data – Primary/Secondary, Numerical/ Categorical, Data Repositories - Descriptive Data Analysis – 5 Point Summary, Visualization, Correlation	1. Machine Learning by Saikat Dutt, Subramanian Chandramouli, Amit Kumar Das, Pearson 2. Study Material – Module 1	International Standards: https://online.stanford.edu/courses/xdgt-212-turn-data-insights-predictive-modeling Industry Mapping: Concept of Predictive Modelling	10 Hours	Descriptive data analysis using python
2	Data Preprocessing & Feature Engineering	- Data acquisition, Types, Importance of Data Quality. - Data Cleaning – Missing Value & Outlier detection and treatment - Feature Engineering - Feature extraction, construction, conversion; Feature redundancy; feature selection approaches.	1. Machine Learning by Saikat Dutt, Subramanian Chandramouli, Amit Kumar Das, Pearson 2. Study Material – Module 2	International Standards https://online.stanford.edu/courses/mse226-fundamentals-data-science-prediction-inference-causality Industry Mapping: Data Preparation & treatment.	10 Hours	Data cleaning methods and treatment using real world dataset in Python
3	Introduction to Predictive Modelling - I	- Concept of Types of Prediction Task - Regression, Types, concept of SLR, MLR, Assumptions, limitation; Data preparation. - Model building, validation, accuracy; model improvement.	1. Machine Learning by Saikat Dutt, Subramanian Chandramouli, Amit Kumar Das, Pearson 2. Study	International Standards : https://ocw.mit.edu/courses/15-097-prediction-machine-learning-and-statistics-spring-2012/pages/lecture-notes/	10 Hours	Building regression model & checking accuracy using python

		• Concept of Ridge & Lasso regression	Material – Module 3	Industry Mapping: Predictive model building & assesment		
4	Introduction to Predictive Modelling - II	• Definition & concept of Logistic Regression, • Binary Logistic Model Interpretation • Logistic Model Deployment. Validation; Assumptions & Limitation • Concept of Tree Based Classifiers	1. Machine Learning by Saikat Dutt, Subramanian Chandramouli , Amit Kumar Das, Pearson 2. Study Material – Module 4	International Standards : https://ocw.mit.edu/courses/15-097-prediction-machine-learning-and-statistics-spring-2012/resources/mit15_097s12_lec08/ Industry Mapping: Classification Model Building & assesment	10 Hours	Building logistic model & checking accuracy

Submitted by Sreeparna Guha, IEM Saltlake campus

TextBook:

1. Saikat Dutt , Subramanian Chandramouli , Amit Kumar Das: **Machine Learning**, Pearson (Chapter – 1,2,3,4, 7.1- 7.4, 7.51, 7.5.2, 7.5.3,8)

Reference Books:

1. Data Science & Machine Learning using Python: Reema Thareja, McGraw Hill
2. J.Josph Francis: Business Statistics, Cengage
3. Jiawei Han, Micheline Kamber, Jian Pei: Data mining: Concepts & Techniques, Elsevier.

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	-	-	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 (Theory)

Day	Topic
1	Introduction to Predictive Modelling – Meaning, scope, importance in business
2	Human Learning vs Machine Learning
3	Types of Machine Learning Techniques – Supervised, Unsupervised, Reinforcement
4	Applications of Predictive Modelling in Business Studies
5	Types of Data – Primary & Secondary Data
6	Numerical & Categorical Data; Structured vs Unstructured Data
7	Data Repositories and Sources of Business Data
8	Descriptive Data Analysis – Introduction to Summary Statistics
9	5 Point Summary – Mean, Median, Quartiles, Range
10	Data Visualization – Bar Chart, Histogram, Pie Chart
11	Scatter Plot & Correlation Analysis
12	Practice Session on Descriptive Data Analysis & Visualization
13	Quiz Session – Module 1
14	Revision & Doubt Clearing – Module 1
15	Data Acquisition – Methods and Sources
16	Types of Data Collection & Importance of Data Quality
17	Data Cleaning – Missing Value Detection
18	Missing Value Treatment Techniques

19	Outlier Detection Methods
20	Outlier Treatment Techniques
21	Introduction to Feature Engineering
22	Feature Extraction and Feature Construction
23	Feature Conversion & Encoding Techniques
24	Feature Redundancy and Multicollinearity
25	Feature Selection Approaches
26	Practical Session on Data Cleaning & Feature Engineering
27	Quiz Session – Module 2
28	Revision & Doubt Clearing – Module 2
29	Introduction to Prediction Tasks – Regression vs Classification
30	Regression Concepts and Types
31	Simple Linear Regression (SLR) – Concept and Equation
32	Multiple Linear Regression (MLR) – Concept and Interpretation
33	Assumptions & Limitations of Regression Models
34	Data Preparation for Regression Models
35	Model Building, Validation & Accuracy Measures
36	Model Improvement Techniques
37	Concept of Ridge & Lasso Regression
38	Logistic Regression – Definition, Binary Logistic Model Interpretation
39	Logistic Model Validation, Assumptions, Limitations & Deployment
40	Concept of Tree Based Classifiers + Final Revision & Comprehensive Quiz



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: Data Visualization

Credit: 4

Lecture Hours: 40

Subject Code: BBABA503

Study Material [Study material Data Visualization.pdf](#) **MIT Opencourseware** <https://ocw.mit.edu/courses/res-6-009-how-to-process-analyze-and-visualize-data-january-iap-2012/>
Coursera <https://www.coursera.org/learn/python-for-data-visualization>

COURSE OBJECTIVES:

1. Understand Fundamental Principles: Learn the theory behind effective visualization, including color theory, perception, and selecting appropriate chart types.
2. Master Tools & Technologies: Gain hands-on experience with industry-standard software such as Tableau, Power BI, Excel, or Python libraries (Matplotlib, Seaborn).
3. Perform Exploratory Data Analysis (EDA): Use visualization to explore datasets, uncover hidden patterns, trends, and outliers.
4. Create Data-Driven Narratives: Develop skills to create compelling visual stories that communicate findings clearly to both technical and non-technical audiences.

COURSE OUTCOMES:

CO1: Design & Create Visualizations: Students can design, construct, and evaluate effective data visualizations using appropriate charts, graphs, and plots (univariate, bivariate, multivariate).

CO2: Exploratory Data Analysis (EDA): Perform EDA to uncover patterns, trends, and correlations within datasets.

CO3: Technical Tool Proficiency: Utilize industry-standard tools such as Tableau, Power BI, R, or Python (Matplotlib, Seaborn) to build interactive dashboards and reports.

CO4: Effective Communication & Storytelling: Translate complex data analysis into clear, compelling narratives for decision-making.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab
1	Introduction to Data Visualization	• Introduction • What is Data visualization? • Why do we have to visualize data? • How do we visualize? • Seven stages of visualizing data • Usage of visualization • Types of charts • Common chart selection questions— • Introduction to binary computation • Input / Output	<i>Sharada Singeswara, Tiwari, U. Dinesh Kumar-Data Visualization: Storytelling using data</i>	International Academia: https://ocw.mit.edu/courses/res-6-009-how-to-process-analyze-and-visualize-data-january-iap-2012/ Industry Mapping: Power BI, excel and python for visualization	8	1. Finding Data to Support Research. 2. Creating a Data Management Plan.

2	Visualization Practices	- Importance of data visualization - Data types - effectiveness of visual encodings color Edward Tufte's Design principles Can chart junk be useful?	<i>Sharada Singeswara, Tiwari, U. Dinesh Kumar-Data Visualization: Storytelling using data</i>	International Academia: https://ocw.mit.edu/courses/res-6-009-how-to-process-analyze-and-visualize-data-january-iap-2012/ Industry Mapping: Power BI, excel and python	8	module 2 case study 2.pdf
3	Visualization of Structured data	- Exploratory analysis - Modelling - Visualization during deployment - Business operation dashboard	<i>Sharada Singeswara, Tiwari, U. Dinesh Kumar-Data Visualization: Storytelling using data</i>	International Standards: https://ocw.mit.edu/courses/res-6-009-how-to-process-analyze-and-visualize-data-january-iap-2012/ Industry Mapping: Power BI, excel and python for visualization	10	Python Basics.
4	Python and powerBI Laboratory Practices	- BI Query and BI functions - Python visualization libraries	<i>Sharada Singeswara, Tiwari, U. Dinesh Kumar-Data Visualization: Storytelling using data</i>	International Standards: https://ocw.mit.edu/courses/res-6-009-how-to-process-analyze-and-visualize-data-january-iap-2012/	14	PowerBI related lab assignments and python related lab assignments

				Industry Mapping: Power BI, excel and python for visualization		
--	--	--	--	--	--	--

*Submitted by *Prof. Sayan Karmakar*, IEM Saltlake campus

TextBook: Sharada Singeswara, Tiwari, U. Dinesh Kumar- *Data Visualization: Storytelling using data*

Reference Book: *Data Visualization by Camm, Cochran, Fry and Ohlmann*

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

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

Lesson Plan

Day	Topic
1-7	Introduction to Visualization
8	Seven stages of visualizing data
9	Usage of visualization

10	Types of charts
11	Common chart selection questions
12-15	Data types
16-20	Visual Encodings
21-25	Estimation
26-28	Edward Tufte's Design Principle
29-32	Exploratory Analysis
33-36	Multivariate Analysis and Modelling
37-40	Business Operation Dashboard

MAJOR II

HUMAN RESOURCES MANAGEMENT (HRM)



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: Human Resource Planning

Credit: 4

Lecture Hours: 40

Subject Code: BBAHR502

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To make the students understand the importance of Planning in the field of Human Resource Management and to study techniques of HR-forecasting.
2. To help students understand the value of Human Resource Information System, Job Analysis, HR Audit, HR Accounting and enable them to understand their importance.
3. To introduce the fundamentals of Career Planning, Succession Planning and their importance in organizational and personal

life.

4. To understand the logic of designing an effective Human Resource Planning (HRP) and to emphasize the need for applying their knowledge of HRP in the different fields of Human Resource Management.

COURSE OUTCOMES:

CO1: Learn the fundamental concepts of Human Resource Planning (HRP) and its importance in the practical world.

CO2: Understand the value of identifying, defining, and solving Human Resource Planning related problems with the concept of HRIS, HR Audit, HR Accounting and other areas.

CO3: Be able to apply the knowledge of HRP in solving the contemporary human Resource Management related issues and will get some wider exposure with respect to Career Planning and Succession Planning.

CO4: Be able to analyze the different methods and techniques of HR Planning while solving real life problems and will be able to achieve the goal of their overall development.

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 Concept & Forecasting	Basic Concept – Brief idea about Human Resource Planning or HRP, Importance of HRP, Objectives of HRP, Process of HRP, Responsibility for HRP, Limitation of HRP, how to do Effective HRP, Case Study	Chapter - 5 (Human Resource Management Text and Cases: V.S.P. Rao, Excel Books)	International Academia: MIT.Edu Industry Mapping: Aligning HR planning with organizational strategy, utilizing trend analysis and	10	Case Study on concepts of a real-world scenario to understand the HRP process and its effectiveness

		Forecasting – Concept of forecasting, Types of forecasting, Techniques of forecasting - Trend Analysis, Work Load Analysis, Markov Analysis, Manpower Gap Analysis, Job Analysis, Manpower Inventory Analysis, Staffing Table, Replacement Chart, Practical Problem Solving		workload analysis for future staffing needs, Identifying, and addressing manpower gap		
2	Module 2 Human Resource Information System, Job Analysis & Measurement of Human Resource Planning	Human Resource Information System – Concept and Procedures, Case Study and Preparation of HRIS for an organization Job Analysis - Job Analysis - Concepts, Process, Job Description, Job Specification, Limitations; Job Evaluations – Concepts, Methods, Limitations, Case Study Measurement of Human Resource Planning- HR Audit and HR Accounting	Chapter-4 (Human Resource Management Text and Cases: V.S.P. Rao, Excel Books)	International Academia: MIT.Edu Industry Mapping: Developing and managing HR information systems, conducting job descriptions, specifications, and evaluations, Measuring the effectiveness and efficiency of HR practices	10	Case Study on concepts of HRIS for an organization and perform a job analysis with job descriptions and evaluations
3	Module 3 Career Planning & Succession Planning	Career Planning – Concept of Career Planning, Career Anchor, Career Path, Career Goal, Career Development and Career counseling, Career Stages, how do people choose career, Career Planning vs. human Resource Planning, Process of Career Planning	Chapter-11 (Human Resource Management Text and Cases: V.S.P. Rao, Excel Books)	International Standards: MIT.Edu Industry Mapping: Structuring career paths and development	10	Case Study on concepts of career development plan and a succession planning chart for a hypothetical organization

		Succession Planning – Concept of succession planning, Replacement Matrix		plans, preparing for future leadership needs, Providing guidance to employees for career progression		
4	Module 4 Application of HRP in Different Areas	Application of HRP in Different Areas – Recruitment, Redundancy, Training, Career Plan	Chapter- 6,7 (Human Resource Management Text and Cases: V.S.P. Rao, Excel Books)	International Standards: MIT.Edu Industry Mapping: Applying HRP to attract and develop talent, Handling workforce reduction effectively, Aligning career plans with organizational needs	10	Case Study on concepts of how to apply various HR functions such as recruitment, redundancy, and training in a given scenario

**Submitted by Prof. (Dr.) Saikat Chakrabarti and Prof. Piyali Banerjee, IEM Saltlake campus*

TextBook:

1. Human Resource Management Text and Cases: V.S.P. Rao, Excel Books (Chapters: 4,5,6,7 & 11)

Reference Book:

1. Essentials of HRM and Industrial Relations by P. Subba Rao: Himalaya Publication House
2. Human Resource Management by Gary Dessler and Biju Varrkey: Pearson Publication
3. The Manpower Planning Handbook by Bennison, M. & Casson, J.: McGraw Hill Publication

4. Planning Corporate Manpower by Bell, D. J.: Longman

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

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

Lesson Plan

Day	Topic
1	Basic Concept – Brief idea about Human Resource Planning or HRP
2	Importance of HRP, Objectives of HRP
3	Process of HRP
4	Responsibility for HRP, Limitation of HRP, how to do Effective HRP
5	Case Study
6	Forecasting – Concept of forecasting, Types of forecasting
7	Techniques of forecasting - Trend Analysis,
8	Techniques of forecasting - Work Load Analysis
9	Techniques of forecasting - Markov Analysis
10	Techniques of forecasting - Manpower Gap Analysis
11	Techniques of forecasting - Job Analysis
12	Techniques of forecasting - Manpower Inventory Analysis

13	Techniques of forecasting - Staffing Table
14	Techniques of forecasting - Replacement Chart
15	Practical Problem Solving
16	Human Resource Information System – Concept and Procedures
17	Case Study on HRIS
18	Preparation of HRIS for an organization
19	Job Analysis - Concepts, Process
20	Job Description, Job Specification, Limitations
21	Job Evaluations – Concepts
22	Job Evaluations – Methods
23	Job Evaluations - Limitations
24	Case Study on Job analysis
25	Measurement of Human Resource Planning- HR Audit and HR Accounting
26	Career Planning – Concept of Career Planning, Career Anchor, Career Path
27	Career Goal, Career Development
28	Career counselling
29	Career Stages and discussion of practical problems
30	How do people choose career
31	Career Planning vs. human Resource Planning
32	Case study on Career choices and practical problems
33	Process of Career Planning
34	Succession Planning – Concept of succession planning
35	Replacement Matrix
36	Application of HRP in Different Areas – Recruitment
37	Application of HRP in Different Areas – Redundancy
38	Application of HRP in Different Areas – Training
39	Application of HRP in Different Areas – Career Plan
40	Case study on succession planning



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: Human Resource Development Credit: 4 Lecture Hours: 40

Subject Code: BBAHR503

Study Material

COURSERA

MIT Opencourseware

NPTEL

LinkedIn

Learning

COURSE OBJECTIVES:

1. To develop basic understanding of the concept of human behavior and organization and to make the students understand the basic concept of Human Resource Development and Training.
2. To highlight the importance of OB in modern organizations and to help students understand the value of the practical applications of training in terms of preparing Training Budget and Evaluating Training Programme.
3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization by introducing the fundamentals of concept of Management Development Programme (MDP) and different techniques of MDP their importance in organizational and personal life.
4. To critically evaluate leadership styles and strategies as well as to understand different specialized trainings.

COURSE OUTCOMES:

CO1: Learn the fundamental concepts of Human Behaviour, Organization and Human Resource Development (HRD) and its importance in the practical world.

CO2: Highlight the importance of OB in modern organizations and to understand the value of identifying, defining and solving real-life problems like Preparation of training Budget and Evaluation of Training Programme.

CO3: Be able to apply the knowledge in understanding individual and group behaviour and the concept of HRD in solving the contemporary human Resource Management related issues and will get some wider exposure with respect to identify the differences between general training programmes and MDPs , different techniques of MDPs etc. as the case may be.

CO4: Be able to analyse leadership style, strategies and the different methods and techniques of Human Resource Development while solving real life problems and will be able to achieve the goal of their overall development.

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 Human Behaviour and Organization : Basic Concept	Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior Basic Concept of Human Resource Development Concept of Training - Introduction, concept of training , objectives of training, need of training , concept of development , difference	Chapter -9 (Human Resource Management Text and Cases: V.S.P. Rao, Excel Books) Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd.,	International Academia: <u>MIT.Edu</u> Industry Mapping: Continuous learning and skills enhancement, Strategies for facilitating employee growth	10	Case Study on concepts of Human Resource Development.

		between training and development, case study Types of Training& MethodS of Training				
2	Module 2: Individual Behavior, Training Evaluation, Budget & Training Calendar	Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude – components, Motivation – Concept , Need Hierarchy, Theory X and Theory Y, Two Factors Theory , ; Swami Vivekanand’s approach to personality developmeny; Training Evaluation Methods: Training Budget and Training Calendar.	Chapter-10 (Human Resource Management Text and Cases: V.S.P. Rao, Excel Books) Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd.,	International Academia: <u>MIT.Edu</u> Industry Mapping: Assessing the impact of training programs, Allocating financial resources for training, Organizing training sessions throughout the year	10	Case Study on concepts of evaluation of training, preparing budget for training, designing training calendar.
3	Module 3: Group and Team Behavior , Management Development Programme (MDP)	Groups and Work Teams: Concept: Five Stage model of group development; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams; Managing Virtual teams , Management Development Programme	Chapter-10 (Human Resource Management Text and Cases: V.S.P. Rao, Excel Books) Robbins, Stephen - Organizational	International Standards <u>MIT.Edu</u> Industry Mapping: Enhancing leadership skills of managers, Developing senior	10	Case Study on concepts and designing of MDP

			Behavior Prentice Hall of India Ltd.,	management capabilities.		
4	Module 4: Leadership , Power Emerging Areas & Specialized Training	Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories , Inspirational Approaches (transformational, charismatic); Nurturant Task Leader Bases of Power Emerging Areas: Green HRM, Work-life-balance, Specialized Training: E-learning, HRIS, CBT, OBEL, Managerial Grid Training, Sensitivity Training, and Practical: Designing an OBEL for the executives of an organization.	Chapter 11 (Human Resource Management Text and Cases: V.S.P. Rao, Excel Books) Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd.,	International Standards <u>MIT.Edu</u> Industry Mapping: Integrating environmental management into HR, Structured career growth paths, Technology-based learning solutions	10	Case Study on concepts of conventional and specialized employees training methods.

****Submitted by Prof. (Dr.) Saikat Chakrabarti, Prof. Piyali Banerjee, Prof. Priyanka Singh & Prof. Nayan Ranjan Mukherjee, IEM Saltlake***

Campus *

TextBook: Human Resource Management Text and Cases: V.S.P. Rao, Excel Books, Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd.,

Reference Book:

5. Upadyaya D (2016) Integral humanism: An analysis of some basic
6. elements. Prabhat Prakashan, Delhi
7. 2. Note on Workplace Psychology Theories | Karen MacMillan |Ivey Publishing
8. |W18651-PDF-ENG | <https://hbsp.harvard.edu/product/W18651-PDF-ENG>
9. Reflective Exercises and Case Studies
10. 1. Personality assessment through a questionnaire (MBTI/16PF etc.)

11. 2. Feedback: The Broken Loop in Higher Education - and How to Fix It |
12. Mihnea C. Moldoveanu, Maja Djikic | Rotman Management | ROT337-
13. PDF-ENG | <https://hbsp.harvard.edu/product/ROT337-PDF-ENG>
14. Essentials of HRM and Industrial Relations by P. Subba Rao: Himalaya Publication House
15. Human Resource Management by Gary Dessler and Biju Varrkey: Pearson Publication
16. The Manpower Planning Handbook by Bennison, M. & Casson, J.: McGraw Hill Publication
17. Planning Corporate Manpower by Bell, D. J.: Longman

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					2	
CO-2		3	3			2		
CO-3	2		3			2	2	2
CO-4	3	3					2	

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

Lesson Plan

Day	Topic
1	Introduction to HRD - Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior - Meaning of Human Resource Development - Scope of HRD
2	Importance and Purpose of HRD Importance of HRD

	• Purpose and objectives of HRD
3	Introduction to Training • Concept of training • Objectives of training
4	Need and Significance of Training • Need for training • Importance of training in organizations
5	Concept of Development • Concept of development • Difference between training and development
6	Case Study on Training & Development • Practical case study • Discussion and analysis
7	Types of Training – I • Induction training • Apprenticeship training

8	Types of Training – II • Supervisory training • Managerial training • Workers’ education programmes • Practical applications
9	Methods of Training – I • On-the-job training • Off-the-job training • Differences between them
10	Methods of Training – II • Lecture method • Case study method • Role-playing method • Management games • Practical assignments • Brainstorming
11	Individual Behavior, Training Evaluation, Budget & Training Calendar Introduction to Training Evaluation • Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B • Big Five personality types, stages of personality development; • Attitude – components • Big Five personality types, stages of personality development; • Attitude – components, Motivation – • Concept , Need

	• Hierarchy, Meaning of training evaluation • Need and importance of evaluating training • Overview of different evaluation models
12	Motivation & Personality • Motivation –Concept , Need • Hierarchy, Theory X and Theory Y, Two Factors Theory , Swami Vivekanand's approach to personality development
13	Kirkpatrick Model – Level 1 & 2 Kirkpatrick Model – Level 3 & 4 • Reaction Level • Learning Level • Behaviour level • Results level • Advantages and limitations of the model
14	Kaufman's Five Levels of Evaluation • Overview of Kaufman's model • Input, process, acquisition, application, and societal outcomes • Comparison with Kirkpatrick model
15	CIRO Approach to Training Evaluation • Context evaluation • Input evaluation • Reaction evaluation • Outcome evaluation

16	Phillips ROI Model • Concept of ROI in training • Five levels of Phillips model • ROI calculation basics
17	Comparative Analysis of Evaluation Models • Kirkpatrick vs Kaufman vs CIRO vs Phillips • Strengths, weaknesses, and applicability
18	Training Budget – Concept • Meaning and importance of training budget • Factors affecting training budget
19	Practical Preparation • Steps in preparing a training budget • Designing a training calendar
20	Resource Planning for Training • Selection of key resource persons • Criteria and practical considerations
21	Group & Team Behaviour – • Groups and Work Teams: Concept: Five Stage model of group development; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams; Managing • Virtual teams

22	Introduction to Management Development Programme (MDP) • Concept and meaning of MDP • Importance of MDP in organizations Objectives of MDP • Key objectives • Role of MDP in managerial effectiveness
23	Steps in MDP – I • Identification of development needs • Setting objectives • Designing the programme
24	Steps in MDP – II • Implementation of MDP • Evaluation and follow-up
25	Case Study on MDP • Real or hypothetical case study • Analysis and discussion
26	MDP Techniques – I • Job rotation • Assistant to position
27	MDP Techniques – II • Project assignments (project on board)

	• Classroom methods
28	MDP Techniques – III • Hands-on training • MDP audit
29	Identifying MDP Needs • Methods to identify development needs • Organizational analysis
30	Practical Session • Preparation of questionnaire to identify MDP needs • Discussion and refinement of questionnaire
31	Leadership- Part-1: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories ,
32	Leadership – Part-2: • Inspirational Approaches (transformational, charismatic); • Nurturant Task Leader Bases of Power Emerging Areas:
33	Emerging Areas in HRD – Overview • Introduction to emerging trends in HRD • Importance in modern organizations Green HRM and Work-Life Balance • Concept of Green HRM

	• Work-life balance: meaning and significance
34	Competency Mapping and Multi-Skilling • Concept of competency mapping • Multi-skilling: meaning and advantages Knowledge Employees and Learning Organization • Concept of knowledge employees • Features of a learning organization
35	Introduction to Career Development • Concept and meaning of career development • Importance of career planning
36	Individual Career Development • Stages of individual career development • Career planning and self-assessment
37	Organizational Career Development • Organizational career planning • Career paths and progression systems
38	Specialized Training – I • E-learning • HRIS (Human Resource Information System)

	• CBT (Computer-Based Training)
39	Specialized Training – II • OBEL (Outcome-Based Experiential Learning) • Managerial Grid Training • Sensitivity Training
40	Practical Session • Designing an OBEL programme for executives • Presentation and discussion

MAJOR II

OPERATIONS SUPPLY CHAIN MANAGEMENT



**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 Strategy

Credit: 4

Lecture Hours: 40

Subject Code: BBAOM502

[Study Material](#)

[COURSERA](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To understand the concept of operations, strategy and its link with operational efficiency & performances that lead to structural decision making on operations.
2. To develop an understanding on the functionality and application of operations strategies decision areas like capacity, scheduling &

sequencing and understanding operations strategies in different contexts, including manufacturing and service industries.

3. To develop an understanding of the process of operations strategy starting from formulation to implementation and the integration of social responsibility into operations through sustainable practices and ethical considerations.

4. To explore the role of technologies in operations strategy focusing on best practices like lean manufacturing, BPR, Block Chain and Automated production system.

COURSE OUTCOMES:

CO1: Students will be able to understand the basic & fundamental concepts of operations, strategy and its link with operational efficiency & performances which will equip them to develop key structural decision making on operations.

CO2: Students will be able to understand & illustrate operations strategies decision on capacity, scheduling & sequencing suitable in the different contexts, including manufacturing & service industries to achieve the operational objectives of the firm to achieve organizational goal.

CO3: Students will be able to understand the process of operations strategy which will help them to develop operations strategy formulation and implementation through sustainable practices and ethical considerations.

CO4: Students will be able to develop and design effective operations strategies for firms by applying key technological frameworks.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
----------------------	--------------	-------------------	----------------------------------	---	----------------------	-------------------------------------

1.	Fundamentals of Operations Strategy	Unit 1.1: Operations Strategy Unit 1.2: Operations Performance & Value Analysis Unit 1.3: Structural Operations Decisions: Location & Layout	1. Operations Strategy; Slack, Lewis & Sharma; Pearson Chapters – 1, 2 2. Production and Operations Management; Chary; McGraw Hill 6 th Edition Chapters: 2, 21, 22, 23	International Academia: (https://ocw.mit.edu/courses/15-769-operations-strategy-fall-2010/) AICTE-prescribed BBA syllabus: (https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf) NPTEL (https://nptel.ac.in/courses/110105755)	10	Case study on Operations Strategy & Performance. Case Title- Long Ridge Gliding Club Ref: Operations Strategy by Slack et. al.
----	-------------------------------------	---	---	--	----	--

2	Developing Operations Strategies in Industry	Unit 2.1: Capacity strategy Unit 2.2: Scheduling and Sequencing Unit 2.3: Operations strategies in Industries	1. Operations Strategy; Slack, Lewis & Sharma; Pearson Chapters – 4 2. Production and Operations Management; Chary; McGraw Hill 6 th Edition Chapters: 11, 26	International Academia: (https://ocw.mit.edu/courses/15-769-operations-strategy-fall-2010/) AICTE-prescribed BBA syllabus: (https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf) NPTEL (https://nptel.ac.in/courses/110105755)	12	Case study on Capacity Planning & Strategy. Case Title- Holly Farm (Ref: Operations Strategy by Slack et. al)
3	Process of Operations Strategy & Sustainability	Unit 3.1: Operations Strategy Formulation Unit 3.2: Operations Strategy Implementation Unit 3.3: Operations Strategy Monitoring & Control Unit 3.4: Managing Risks and Social Responsibility in Operations	1. Operations Strategy; Slack, Lewis & Sharma; Pearson Chapters – 6, 9, 10 2. Production	International Academia: (https://ocw.mit.edu/courses/15-769-operations-strategy-fall-2010/) AICTE-prescribed BBA syllabus: (https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf)	8	Case study on Operations process efficiency. Case Title- Turnround

			and Operations Management; Chary; McGraw Hill 6th Edition Chapters: 2	ult/files/Model_Curriculum/BBA%20Final.pdf) NPTEL https://nptel.ac.in/courses/110105755)		at the Preston plant (Ref: Operations Managemen t by Slack et. al)
--	--	--	---	---	--	---

4	Technological Impact on Operations Strategy	Unit 4.1: Lean concept in operation strategy Unit 4.2: BPR Unit 4.3: Automated production system Unit 4.4: Application of Technology (AI, Block Chain etc) in Operations Strategy	1. Operations Strategy; Slack, Lewis & Sharma; Pearson Chapters – 3 2. Production and Operations Management; Chary; McGraw Hill 6th Edition Chapters: 12, 16, 30	International Academia: (https://ocw.mit.edu/courses/15-769-operations-strategy-fall-2010/) AICTE-prescribed BBA syllabus: (https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf) NPTEL (https://nptel.ac.in/courses/110105755)	8	Case study on Lean Synchronization Case Title- Boys and Boden (B&B) (Ref: Operations Strategy by Slack et. al)
---	---	--	---	--	---	--

***Submitted by Prof. (Dr.) Dibyendu Chattaraj, IEM Saltlake Campus ***

TEXTBOOK:

1. Operations Strategy; Nigel Slack, Michael Lewis & Mohita Gangwar Sharma; Pearson 5th Edition. (Chapters: 1, 2, 3, 4, 6, 9, 10))
2. Production and Operations Management; S N Chary; McGraw Hill 6th Edition (Chapters: 2, 11, 12, 16, 21, 22, 23, 26, 30)

REFERENCE BOOK:

1. Operations Strategy: A Value Chain Approach; David Walters.

2. Operations, Strategy and Technology: Pursuing the Competitive Edge; Richard J. Vokurka and Gregory R. Gossett
3. Operations Strategy: Text and Cases; Garvin, D.A. Pearson.
4. Strategic operations: Competing through capabilities; Hayes, R., Pisano, G. and Upton, D. Free Press.
5. Operations, Strategy and Technology: Pursuing the Competitive Edge; Hayes, R.; Wiley India.

6. CO-PO Mapping

7.

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	2	1	2	3	3	1
CO-2	3	3	2	2	5	3	2	1
CO-3	3	3	3	1	2	3	3	1
CO-4	3	3	2	1	5	3	2	1

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

Lesson Plan

Day	Topic
1	Introduction, Types of Operations Strategy, Components or Elements of Operations Strategy
2	Operations Strategy Framework & 4V Framework, Four Perspectives on Operations Strategy
3	Operations Strategy Matrix, Operations Strategy Mapping, Operations Strategy Model
4	Relationship between Business Strategy & Operations Strategy; Operations Strategy & Growth
5	Introduction; Five generic performance objectives & their Functions, Relative importance of performance objectives, Trade-offs,
6	Targeting and operations focus; Concept of Strategic Fit

7	Value as business concept; Value chain analysis; Focus, core competence and distinctive capabilities; Key's Distinctive Capabilities Framework;
8	Location as a Strategy; Methods of Facility Location Selection with numerical application
9	Layout as a Strategy; Layout Selection with application
10	Case Discussion:
11	Introduction; Process of capacity planning; Components & elements of Capacity Planning, capacity management
12	Strategic capacity planning; Types of Capacity Planning; Strategic and Tactical Approaches of capacity planning
13	Concept of sequencing, strategic relevance of sequencing
14	Models of sequencing, Numerical application of sequencing
15	Contd.: Numerical application of sequencing
16	Concept of scheduling, strategic relevance of scheduling
17	Models of scheduling, Numerical application of scheduling
18	Contd.: Numerical application of scheduling
19	Operations strategies in Industries: Manufacturing Sectors
20	Operations strategies in Industries: Service Sectors
21	Relevance of Operations strategies in Industries
22	Case study on Capacity Planning & Strategy. Case Title- Holly Farm (Ref: Operations Strategy by Slack et. al)
23	Process of Operations Strategy; Concept of 'Fit' Operations Strategy; Typology Of The 'Central Operations' Function
24	Strategic Sustainability, Approaches to sustainability; Operations-related strength and weakness
25	Concept of Capability, Relevance of comprehensiveness & coherence with reference to operations strategy formulation
26	Line of Fit in operations strategy implementation; 'Staff and line' in operations strategy implementation;
27	Types of central operations function; Modes of user involvement in strategy implementation

28	Introduction to operations strategy – monitoring and control; Operational and strategic monitoring and control;
29	Managing Risks and Social Responsibility in Operations
30	Case study on Operations process efficiency. Case Title- Turnround at the Preston plant (Ref: Operations Management by Slack et. al)
31	Introduction, Definition, Meaning; Elements of Lean; Four pillars of Lean; 5 C's of Lean; 4 P's Of Lean Manufacturing
32	Why Lean?; Implementing Lean; Tools of Lean Management, Challenges in Lean Implementation
33	Principles in Lean; Lean elements in the operations strategy decision
34	Introduction to BPR, Objectives & Features of BPR
35	BPR in the Digital Age; Factors for BPR Success, Failures & Challenges, BPR Vs BPM
36	Tools and Technologies Used in BPR; Benefits of Implementing BPR
37	Automation – Introduction, Selection of right automation system, Examples of automation in manufacturing, Types of Industrial Automation Systems; USA Principle in Automation
38	Block Chain, IoT & Operations Strategy
39	AI & Operational Efficiency; Understanding AI's Transformative Impact; AI In Strategy Implementation
40	Case study on Lean Synchronization: Case Title- Boys and Boden (B&B) (Ref: Operations Strategy by Slack et. al)



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



Syllabus for BBA Admission Batch 2024

Subject Name: Quality Management

Credit: 4

Lecture Hours: 40

Subject Code: BBAOM503

Pre-requisite: Knowledge of Operations Management

Relevant Links:

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

- To comprehend the fundamental concepts and philosophies of quality management:
- To understand the importance of Quality to achieve business excellence in a globally competitive environment.
- To understand the scope of Total Quality Management and Six Sigma approach and other quality tools to improve quality and productivity.

- To evaluate the significance of continuous improvement in achieving and sustaining organizational excellence.

COURSE OUTCOMES:

CO1: Explain the core concepts and underlying philosophies of quality management.

CO2: **Analyze the strategic role of quality in achieving and sustaining business excellence** in a dynamic and globally competitive business landscape.

CO3: **Differentiate and apply the principles and methodologies of Total Quality Management (TQM) and Six Sigma**, along with other relevant quality tools, to enhance organizational quality and productivity.

CO4: **Assess the critical importance of continuous improvement initiatives** in driving organizational excellence and long-term sustainability.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Foundation of Quality Management	• Introduction to Quality • Quality Gurus • Quality Management Philosophies • Quality Dimensions – Product, Service • Gap Model of Service Quality • Cost of Quality	Text Book 1: Total Quality Management Text & Cases, K. Shridhara Bhat, Himalaya Publishing House (Chapter 1, 2, 3) Text Book 2: Production and Operations	International Academia: https://ocw.mit.edu/courses/15-760b-introduction-to-operations-management-spring-2004/resources/lec12_quality/	10	• <i>Case Discussion</i> • Maruti Suzuki cracks down on suppliers over quality Source: Newspaper article • Vehicle recall due to quality issue Source: Newspaper article

			Management by S. N. Chary, McGraw Hill Education, 6 th Edition (Chapter 5, 6, 7)	Industry Mapping: Foundational Quality Knowledge		
2	Tools for Quality	• Quality Control • Quality Assurance, • Statistical Quality Control (SQC) • Statistical Process Control (SPC) • Seven QC Tools • Various tools and techniques for Quality	Text Book 1: Total Quality Management Text & Cases, K. Shridhara Bhat, Himalaya Publishing House (Chapter 8, 9) Text Book 2: Operations and Supply Chain Management by Richard B. Chase, Ravi Shankar, F. Robert Jacobs, McGraw Hill Education, 15th Edition (Chapter –13)	International Academia: https://ocw.mit.edu/courses/15-760a-operations-management-spring-2002/resources/lecture12_mar4/ Industry Mapping: Quality Focus	10	• Quality Management Initiatives of Indian manufacturing sectors - Sundaram Clayton Limited (TVS group), Mahindra & Mahindra Ltd., Maruti Suzuki (I) Ltd.

3	Process Optimization Techniques	• Process Quality • Product Quality • Benchmarking • Kaizen • 5S	Text Book 1: Total Quality Management Text & Cases, K. Shridhara Bhat, Himalaya Publishing House (Chapter 8, 17, 18) Text Book 2: Production and Operations Management by S. N. Chary, McGraw Hill Education, 5th Edition (Chapter 5, 8)	International Academia: https://ocw.mit.edu/courses/15-760a-operations-management-spring-2002/resources/lecture11_mar1/ Industry Mapping: Skills for Continuous Improvement and Comparative Analysis	10	• Discussion on 5S implementation
4	Advanced Quality Practices	• Total Quality Management • ISO Systems • Six Sigma • Quality Awards • Business Process Reengineering (BPR) • Value Stream Mapping	Text Book 1: Total Quality Management Text & Cases, K. Shridhara Bhat, Himalaya Publishing House (Chapter 4, 11, 20, 21)	International Academia: https://ocw.mit.edu/courses/15-760b-introduction-to-operations-management-spring-2004/resources/lec12_quality/	10	Quality Management Initiatives of Indian Service sectors - Taj group, Infosys/ TCS, Fortis Healthcare, Indian Railways

				Industry Mapping: Business Excellence & Global Business Awareness		
--	--	--	--	---	--	--

**Submitted by Prof. (Dr.) Shweta Kishore * IEM Saltlake campus*

TEXTBOOK:

1. Total Quality Management Text & Cases, K. Shridhara Bhat, Himalaya Publishing House (Chapter 1, 2, 3, 4, 8, 9, 11, 17, 18, 20, 21)
2. Total Quality Management, Poornima M. Charantimath, Pearson, 4th Edition

REFERENCE BOOK:

1. Production and Operations Management by S. N. Chary, McGraw Hill Education, 6th Edition (Chapter 5, 6, 7, 8)
2. Managing for Quality and Performance Excellence, 10th ed., by James R. Evans & William M. Lindsay, Cengage Learning.
3. Operations and Supply Chain Management by Richard B. Chase, Ravi Shankar, F. Robert Jacobs, McGraw Hill Education, 15th Edition
(Chapter – 12, 13)
4. Operations Management, William J Stevenson, McGraw Hill Education, 12th Edition
5. Operations Management – Theory and Practice, B. Mahadevan, Pearson, 3rd Edition

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	3	1	2	2	3	2

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

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

Lesson Plan

Day	Topic
1	Module 1: Introduction to Quality Management Introduction to Quality
2	Quality Philosophies, Quality Gurus
3	Customer Focus, Product Quality Dimensions
4	Service Quality Dimensions
5	Gap Model of Service Quality
6	Cost of Quality
7	Relationship between Quality and Quality Costs
8	- Case Discussion Maruti Suzuki cracks down on suppliers over quality <i>Source: Newspaper article</i>
9	Vehicle recall due to quality issue <i>Source: Newspaper article</i>
10	Revision
11	Module 2: Tools and Techniques for Quality
12	Quality Control, Aspects of Quality Control
13	Quality Control of Purchased Materials in a Supply Chain
14	Quality Assurance, Statistical Quality Control (SQC)
15	Statistical Process Control (SPC)
16	Seven QC Tools
17	Design of Experiments (DOE),

18	Failure Mode and Effects Analysis (FMEA), Quality Control Circles
19	Quality Function Deployment (QFD), Poka Yoke (Fail Safing)
20	Quality Management Initiatives of Indian manufacturing sectors - Sundaram Clayton Limited (TVS group), Mahindra & Mahindra Ltd., Maruti Suzuki (I) Ltd.
21	Module 3: Process and Product Improvement
22	Process Quality Improvement: Lean manufacturing, Just-in-Time (JIT), and continuous improvement methodologies,
23	5W 2H approach for process improvement
24	Product Quality Improvement: Robust design, reliability analysis, and design for manufacturability
25	Product Quality Improvement: Robust design, reliability analysis, and design for manufacturability, Continued
26	Benchmarking
27	Kaizen
28	5S, Discussion on 5S implementation
29	Vendor/Supplier Quality, Evaluation of Suppliers Quality.
30	Revision
31	Module 4: Total Quality Management and Business Excellence
32	Total Quality Management
33	ISO Systems
34	Six Sigma
35	Quality Awards
36	Business Process Reengineering (BPR)
37	World Class manufacturing, Relevance of TQM to WCM
38	Quality Management Initiatives of Indian Service sectors - Taj group, Infosys/ TCS
39	Quality Management Initiatives of Indian Service sectors - Fortis Healthcare, Indian Railways
40	Revision

SESSIONAL COURSES



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



Syllabus for BBA Admission Batch 2024

Subject Name: Logistics and Supply Chain Management Credit: 4 Lecture Hours: 40

Subject Code: BBABB582

Pre-requisite: NA

Relevant Links:

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To understand the key concepts applied in supply chain & logistics management.
2. To understand how supply chain & logistics management plays an important role in the business.
3. To Identify and analyze supply chain & logistics problems & design optimal solutions.
4. To understand new trends in supply chain & logistics management.

COURSE OUTCOMES:

CO1: Understand the nature of SC and explain the impact of supply chain decisions on the success of the firm.

CO2: Examine the role of each driver on the performance of SC.

CO3: Evaluate the strengths and weaknesses of different modes of transportation, understand the role of warehousing and packaging and also evaluate the warehousing strategies.

CO4: Appraise the various latest trends in SC and Logistics Management.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
		• Supply Chain Management • Decision Phases • Decisions in SC • Process View of SC • Performance Metrics • Challenges in SC	Text Book 1: Supply	International Academia: https://ocw.mit.edu/courses/esd-273j-logistics-and-		• Video Discussion on Introduction to SC Case Study: • Zara: Apparel

1	Introduction to Supply Chain Management		chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7 th Edition, 2019 Chapter: 1	supply-chain-management-fall-2009/ Industry Mapping: Problem-Solving and Decision-Making	10	Manufacturing & Retail • Toyota: A Global Auto Manufacturer • Amazon: Online Sales • Jaipur Rugs Company: A Socioeconomic Network Source: Supply chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7 th Edition, 2019 Chapter: 1 (Pg. No. – 16-21)
---	--	--	---	---	----	--

2	Supply Chain Framework & Drivers	• Impellers of SC, • Drivers of SC Performance, • Framework for structuring drivers • SC Drivers • SC Network	Text Book 1: Supply chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7 th Edition, 2019 Chapter: 3	International Academia: https://ocw.mit.edu/courses/15-763j-manufacturing-system-and-supply-chain-design-spring-2005/ Industry Mapping: Supply Chain Planning, Adaptability and Flexibility	10	Case Study • 7 Eleven Japan Co. Source: Supply chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7 th Edition, 2019 Chapter: 3 (Pg. No. – 77-83)
3	Introduction to Logistics management & Logistics Mix	• Introduction to Logistics management & Logistics Mix • Transportation • Warehousing • Material Handling and Storage • Packaging	Text Book 1: Logistics Management by V. V. Sople, Pearson, 3 rd Edition, 2012 Chapter -1, 4, 5, 6, 8, 9	International Academia: https://ocw.mit.edu/courses/esd-260j-logistics-systems-fall-2006/ Industry Mapping: Planning, Negotiation Skills	10	Video Discussion on Containerization , Warehousing, Material Handling (Source: Youtube) Case Study: • Cadbury Products

						• ROX Doc Care • Suman Crop Protection Source: Logistics Management by V. V. Sople, Pearson, 3rd Edition, 2012 (Pg. No. – 424, 434, 444)
4	Recent Trends in Supply chain & Logistics Management	• Sourcing and Pricing Strategies • Demand and Supply Coordination • Sustainability in SC • Green Supply Chain Management. • Reverse Supply Chain • Cold Chain Logistics • Vendor managed inventory • Role of IT in the Supply Chain. • E-Business and the Supply Chain • AI in Supply Chain	Text Book 1: Supply chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7 th Edition, 2019 Chapter: A	International Academia: https://ocw.mit.edu/courses/esd-s43-green-supply-chain-management-spring-2014/ Industry Mapping: Supply Chain Planning, Adaptability and Flexibility	10	Video Discussion on Green SCM, Implementation of RFID Source: Youtube Case Study: • Indian Paints • Zara Source: Supply Chain Management by V. V. Sople, Pearson, 1st Edition, 2012

			Text Book 2: Logistics Management by V. V. Sople, Pearson, 3rd Edition, 2012 Chapter – 15, 23 Text Book 3: Supply Chain Management by V. V. Sople, Pearson, 1st Edition, 2012 Chapter- 18, 22, 27			(Pg. No. 464, 475)
--	--	--	---	--	--	--------------------

**Submitted by Prof. (Dr.) Shweta Kishore & Prof. Tanmoy Chakraborty *, IEM Saltlake campus*

TEXTBOOK:

2. Supply chain management – Strategy, Planning and Operation by Sunil Chopra, D. V. Kalra, Pearson, 7th Edition, 2016 (Chapter 1, 3, A)
3. Logistics Management by V. V. Sople, Pearson, 3rd Edition, 2012 (Chapter - 1, 4, 5, 6, 8, 9, 15, 23)
4. Supply Chain Management by V. V. Sople, Pearson, 1st Edition, 2012

(Chapter- 18, 22, 27)

REFERENCE BOOK:

1. Supply Chain Management – Process, System and Practice by N. Chandrasekaran, Oxford University Press, 2013
2. Supply Chain Management- Text and Cases, Jannat Shah, 2nd Edition, Pearson
- 3.

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

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

Lesson Plan

Day	Topic
1	Module 1: Introduction to SC, Video Discussion on Introduction to SC
2	Evolution of SC
3	Flows in SC, SC stages, Objectives of SC
4	SC Decision Phases, Decisions in SC
5	Process View of SC, Cycle view and Push-Pull view
6	Process View of SC, Cycle view and Push-Pull view
7	Extended SC, SC Integration
8	Performance Metrics, Challenges in SC

9	Case Study: • Zara: Apparel Manufacturing & Retail • Toyota: A Global Auto Manufacturer
10	Case Study: • Amazon: Online Sales • Jaipur Rugs Company: A Socioeconomic Network
11	Module 2: Supply Chain Framework & Drivers Impellers of SC
12	Drivers of SC Performance
13	Framework for structuring drivers
14	Framework for structuring drivers, Continued..
15	SC Drivers: Facilities, Inventory
16	SC Drivers: Transportation, Information
17	SC Drivers: Sourcing, Pricing
18	Case Study • Walmart Case Study
19	Case Study • 7 Eleven Japan Co.
20	Revision
21	• Module 3: • Introduction to Logistics management & Logistics Mix Introduction to Logistics management & Logistics Mix
22	Transportation: Role of Transportation, Selection criteria, Modes of Transportation
23	Intermodal Transportation, Transportation Network, Freight Management,
24	Containerization, Video Discussion on Containerization
25	Warehousing: Objectives, Functions, Warehouse options,
26	Warehouse Site selection, Layout Design, Warehouse Strategies, Video Discussion on Warehousing
27	Material Handling and Storage, Video Discussion on Material Handling
28	Packaging: Consumer and Logistical packaging, Unitization, Packaging Material, Returnable Logistical Packaging, Packaging Cost

29	Case Study: • Cadbury Products • ROX Doc Care
30	• Case Study: Suman Crop Protection
31	• Module 4: Recent Trends in Supply chain & Logistics Management
32	Sourcing and Pricing Strategies Demand and Supply Coordination
33	Sustainability in SC Green Supply Chain Management, Video Discussion on Green SCM
34	Reverse Supply Chain
35	Vendor managed inventory
36	Bar-coding & RFID, Video Discussion on Implementation of RFID
37	Cold Chain Logistics
38	• Role of IT in the Supply Chain. E-Business and the Supply Chain • AI in Supply Chain
39	Case Study: • Indian Paints • Zara
40	Revision



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: Advanced Excel using Claude Credit: 1 Lecture Hours: 20

Subject Code: BBABB583

[Study Material](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To build a strong foundation in Microsoft Excel by understanding its interface, data types, cell referencing, and core functions.
2. To develop skills in organizing and managing data using conditional formatting, sorting, filtering, and data validation techniques.
3. To enable learners to analyze data effectively using Pivot Tables, Pivot Charts, and lookup functions for decision-making.
4. To equip learners with data cleaning and preparation techniques to ensure accuracy, consistency, and usability of datasets.

COURSE OUTCOMES:

CO1: Develop proficiency in Microsoft Excel fundamentals, including worksheet management, cell referencing techniques, and the application of essential mathematical, logical, text, and date-time functions.

CO2: Apply advanced data handling techniques such as conditional formatting, sorting, filtering, and data validation to organize and manage datasets efficiently.

CO3: Analyze and interpret data using tools like Pivot Tables, Pivot Charts, and lookup functions (VLOOKUP, HLOOKUP, XLOOKUP) to generate meaningful insights.

CO4: Perform data cleaning and preparation tasks, including removing duplicates, structuring data with text-to-columns, and implementing logical formulas for decision-making.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
---------------	-------	------------	---------------------------	--	---------------	---

1	Building and structuring spreadsheets from a prompt	• Excel interface, worksheets, data types • Cell referencing: Relative, Absolute, Mixed • Best Practices for Data Privacy and Prompt Engineering		International Academia: Claude AI in Excel for Business Professionals Coursera Industry Mapping: Banking, Retail, Administration (basic data handling)	3	Module 1 Case Study Assignment
2	Guide to Claude's Context Window for Large Datasets	• Conditional Formatting: • Highlight rules • Data bars, color scales, icon sets • Sorting & Filtering: • Basic & advanced filters • Data Validation: • Drop-down lists • Input restrictions • Logical functions (advanced use of IF, nested IF)		International Academia: Claude AI in Excel for Business Professionals Coursera Industry Mapping: HR, Sales, Operations (data management & logic)	3	Module 2 Case Study Assignment

3	Data Analysis Tools	• Pivot Tables: • Creating and modifying pivots • Grouping data • Pivot charts • Lookup functions: • VLOOKUP (with limitations) • HLOOKUP • Introduction to XLOOKUP (if version allows) • Basic data cleaning: • Removing duplicates • Text-to-columns • Creating Dashboards		International Standards: Claude AI in Excel for Business Professionals Coursera Industry Mapping: Finance, Analytics, E-commerce (data analysis & insights)	4	Module 3 Case Study Assignment
---	----------------------------	---	--	--	---	--

**Submitted by Prof. Peu Das & Prof. Sayan Karmakar,, IEM Saltlake campus*

TextBook: Computer Fundamentals, Sinha and Sinha

Reference Book: Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel, Naveen Mishra.

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

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

Lesson Plan

Day	Topic
1	Excel basics – interface, workbook, worksheets, navigation
2	Data types (text, number, date), basic data entry
3	Cell referencing – relative, absolute, mixed
4	Basic functions – SUM, AVERAGE, COUNT
5	Basic functions – MIN, MAX + practice
6	Logical function – IF
7	Logical functions – AND, OR + combined IF
8	Text functions – LEFT, RIGHT, MID
9	Text functions – LEN, CONCAT + practice
10	Date & time functions
11	Data entry best practices + revision
12	Conditional formatting – highlight rules
13	Conditional formatting – data bars, color scales, icon sets
14	Sorting – basic & multi-level
15	Filtering – basic & advanced
16	Data validation – drop-down lists, restrictions
17	Nested IF + validation practice
18	Pivot Tables – creation, modification, grouping
19	Pivot charts + lookup functions (VLOOKUP, HLOOKUP, XLOOKUP)
20	Data cleaning (remove duplicates, text-to-columns) + revision & assessment



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: Public Speaking Skills

Credit:2

Lecture Hours: 20

Subject Code: BBABB584

[Study Material](#)

[MITOpenCourseWare](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. Develop students' confidence, clarity, and audience awareness for professional public speaking in business contexts.
2. Build competence in speech planning, structuring, delivery, and persuasive oral communication aligned with AICTE outcome-based learning.
3. Strengthen verbal, vocal, and non-verbal communication for presentations, meetings, pitches, interviews, and group discussions.
4. Enable students to evaluate, adapt, and improve speaking performance using feedback, reflection, and international best practices.

COURSE OUTCOMES:

CO1: Explain the principles, process, and ethics of effective public speaking in academic, social, and business environments.

CO2: Design and deliver structured speeches using audience analysis, clear organization, and persuasive techniques.

CO3: Demonstrate effective vocal delivery, body language, visual-aid usage, and stage presence in professional speaking situations.

CO4: Evaluate speaking performances through self-assessment and peer feedback and improve communication for workplace applications.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab/Case Study Assignment
1	Foundations of Public Speaking	Meaning, scope, and importance of public speaking; communication process in oral contexts; ethics of speaking; overcoming fear and stage fright; audience analysis; purpose and occasion analysis; listening as support to speaking.	Lucas, Stephen E. The Art of Public Speaking. 13th ed. McGraw-Hill. Chapters 1,4	International Academia: MIT OpenCourseWare 'How to Speak'; Toastmasters foundational competencies. Industry Mapping: Meetings, client interaction, team briefing, classroom and corporate presentation readiness.	10	Speech anxiety reflection sheet; audience analysis exercise; short introductory speech.
2	Speech Design and Content Development	Selecting topics; defining central idea; speech objectives; organizing speeches; introductions and conclusions; supporting materials; outlining; informative speaking; persuasive speaking; adapting message to audience and context.	Lucas, Stephen E. The Art of Public Speaking. 13th ed. McGraw-Hill. Chapters 5,6, 16-17	International Standards: MIT Opencourseware Listening, Speaking, and Pronunciation Industry Mapping: Sales pitch, product presentation, idea proposal, management briefing, business storytelling.	10	Outline preparation; informative speech draft; persuasive pitch exercise.

*Submitted by Suchana Roy, IEM Saltlake campus, Dr. Soumik Gangopadhyay, IEM Saltlake campus

TextBook: [Lucas, Stephen E. The Art of Public Speaking. 13th ed. McGraw-Hill.](#)

Reference Book: • *Fundamentals of Public Speaking* – Florida State College (OER)
 • *Advanced Public Speaking* – University of Arkansas (OER)

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

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

Lesson Plan

Day	Topic
1	Introduction to Public Speaking and its Business Relevance
2	Nature, Scope, and Importance of Public Speaking
3	Ethics of Public Speaking
4	Speech Anxiety: Causes and Management
5	Audience Analysis: Types and Needs
6	Occasion, Purpose, and Speaker Objective
7	Listening Skills for Better Speaking
8	Confidence Building Activity and Introductory Speech
9	Principles of Effective Oral Communication
10	Module 1 Case/Practice Session
11	Choosing and Narrowing a Topic
12	Developing the Central Idea and Specific Purpose
13	Research and Supporting Materials

14	Speech Organization and Main Points
15	Introductions and Conclusions
16	Outlining a Speech
17	Informative Speaking
18	Persuasive Speaking
19	Business Storytelling and Message Adaptation
20	Module 2 Case/Practice Session