

**NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
(AN AUTONOMOUS INSTITUTE)**



Affiliated to

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW



Evaluation Scheme & Syllabus

For

Bachelor of Business Administration

Second Year

(Effective from the Session: 2025-26)

**NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
(AN AUTONOMOUS INSTITUTE)**

Bachelor of Business Administration

**Evaluation Scheme
SEMESTER-III**

Sl. No.	Subject Codes	Subject	Types of Subjects	Periods		Evaluation Schemes					End Semester		Total	Credit
				L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	BBBA0304	Marketing Management	Mandatory	3	0	0	20	20	40	0	60	0	100	3
2	BBBA0303	Human Resource Management	Mandatory	3	0	0	20	20	40	0	60	0	100	3
3	BBBA0302	Financial Management	Mandatory	4	0	0	20	20	40	0	60	0	100	4
4	BBBA0305	Production & Operations Management	Mandatory	3	0	0	20	20	40	0	60	0	100	3
5	BBBA0301	Design Thinking & Innovation	Mandatory	3	0	0	20	20	40	0	60	0	100	3
6	BBBA0351	Managerial Personality Development (Lab)	Mandatory	0	0	4	0	0	50	50	0	50	100	2
7	BBBA0352	Advance Excel	Mandatory	0	0	4	0	0	50	50	0	50	100	2
		TOTAL		16	0	8	100	100	300	100	300	100	700	20

Abbreviation Used:

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam.,
CE: Core Elective, OE: Open Elective, DE: Departmental Elective, PE: Practical End Semester Exam, CA: Compulsory Audit,

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Bachelor of Business Administration

Evaluation Scheme

SEMESTER-IV

Sl. No.	Subject Codes	Subject	Types of Subjects	Periods		Evaluation Schemes					End Semester		Total	Credit
				L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	BBBA0404	Introduction to Business Analytics	Mandatory	3	0	0	20	20	40	0	60	0	100	3
2	BBBA0405	Introduction to Logistics and Supply Chain Management	Mandatory	3	0	0	20	20	40	0	60	0	100	3
3	BBBA0401	Business Research Methods	Mandatory	3	0	0	20	20	40	0	60	0	100	3
4	BBBA0403	Entrepreneurship Mindset	Mandatory	3	0	0	20	20	40	0	60	0	100	3
5	BBBA0402	Digital Marketing	Mandatory	3	0	0	20	20	40	0	60	0	100	3
6	BBBA0406	Introduction to Emerging Technologies	Mandatory	3	0	0	20	20	40	0	60	0	100	3
7	BBBA0451	Spreadsheet Modeling	Mandatory	0	0	4	0	0	50	50	0	50	100	2
8	BBBA0458	Capstone	Mandatory	0	0	4	0	0	50	50	0	50	100	2
		TOTAL		18	0	8	120	120	340	100	360	100	800	22

Abbreviation Used:

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam.,
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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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School of Management

Subject Name: Marketing Management				L-T-P [3-0-0]		
Subject Code: BBBA0304				Applicable in Department: BBA		
Pre-requisite of Subject: Basic knowledge of management concepts and market.						
Course Objective: Provide a comprehensive understanding of fundamental marketing concepts, theories, and principles and equip students with the knowledge and tools necessary to address marketing challenges in a dynamic technological environment.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						Bloom's Knowledge Level (KL)
CO1	Understand basic marketing concepts, analyse marketing environment and marketing plans					(K4)
CO2	Analyse product mix and create effective segmentation, targeting and positioning strategies					(K4)
CO3	Develop successful price and distribution mix.					(K6)
CO4	Analyse situations and develop an efficient promotion mix					(K6)
CO5	Understand emerging trends in marketing and ethical responsibility of business.					(K2)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

1 Introduction to marketing	Definition and concepts of marketing	Definition of markets, marketing, and marketing management. Marketing Mix. Understanding the consumer, consumer markets, and business markets	Lecture, Case Study, Video, Activity	4	Assignment: Marketing Mix and SWOT Analysis of FMCG company	CO1
	Marketing environment	Micro and macro environment, strategic planning in marketing. BCG Matrix		4		
2 Product	Segmentation, Targeting, Positioning	Concept, definition, process, Targeting, AI based targeting, and positioning strategies	Lecture, Discussion, Case Study, Video	6	Assignment: STP & PLC of Maruti Ltd.	CO2
	Product Mix	Product: Concept and product types and levels, New product, Product Life Cycle		2		
3 Price & Distribution	Pricing Mix	Meaning, Determinants of price, pricing methods and strategies.	Lecture, Discussion, Case Study, Video	4	Assignment: Price and Distribution mix of Electronics	CO3
	Distribution Mix	Marketing channel decisions: Channel functions, types of intermediaries (wholesalers and retailers).		4		
4 Promotion Mix	Promotion	Promotion mix, advertising, sales promotion, public relations, and personal selling.	Lecture, Discussion, Case Study, Video, Activity	5	Assignment: Promotion mix and digital marketing strategies of any fashion brand	CO4
	Digital marketing	Introduction to digital marketing and its components. (AI for personalisation, User generated content, data insights)		3		
5 Emerging Trends & Ethical Issues	Sustainable trends and emerging markets	Green marketing, rural marketing, and international marketing.	Lecture, Discussion, Case Study, Video, Activity	3	Assignment: Poster on emerging trends and ethical issues in marketing	CO5
	Ethical issues in marketing	Ethical issues in marketing and corporate social responsibility		3		

Total	40		
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Textbooks	
Sr No	Book Details
1.	Kotler, P., Keller, K. L., & Chernev, A. (2025). <i>Marketing management</i> (17th ed.). Pearson.
2.	Marshall, G. W., & Johnston, M. W. (2024). <i>Marketing management</i> (4th ed.). McGraw Hill.
Reference Books	
Sr No	Book Details
1.	Pride, W. M., & Ferrell, O. C. (2025). <i>Marketing</i> (2025 ed.). Cengage Learning.
Links (Only Verified links should be pasted here)	
1) https://youtu.be/ZaKbhKN93Yw 2) https://www.iedunote.com/marketing-management 3) https://youtu.be/4mCOTA5Spe8 4) https://www.youtube.com/watch?v=2Dae_6FHdmE 5) https://www.youtube.com/watch?v=gO8H4kRtnLc 6) https://www.youtube.com/watch?v=edhHxKeoH0U 7) https://www.youtube.com/results?search_query=marketing+mix 8) https://www.youtube.com/watch?v=H5Eb8Qv4auk 9) https://www.youtube.com/watch?v=-uUsghdIMuU 10) https://www.youtube.com/watch?v=em7dqAHhgRY 11) https://www.youtube.com/watch?v=rkaW2KaUYfl 12) https://youtu.be/cM0i3HBFMJk	



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School of Management

Subject Name: - Human Resource Management
[3-0-0]

L-T-P

Subject Code: BBBA0303
Department: BBA

Applicable in

Pre-requisite of Subject: Human Resources Basics, Quantitative Skills, Analytical Thinking, Strategic Human Resource Management knowledge.

Course Objective: The objective of this course is to make students understand the fundamentals of Human Resource Management, explore the role of training and development programmes in Human Resource Development, Understand the impact that HRM has on company performance and corporate identity and Identify common HRM practices and issues that impact stakeholders

Course Outcomes(CO)

Course outcome: After completion of this course students will be able to:

**Bloom's
Knowledge
Level(KL)**

CO1 Understand the concept of human resource management in a global context.

(K2)

CO2 Analyze and forecast the need for Human Resource Planning.

(K4)

CO3 Understanding of various techniques of employee training and performance appraisal.

(K2)

CO4 Understanding the compensation of employees and understand the employee performance Compensation.

(K2)

CO5 Understand the trend and challenges of Human Resource management

(K4)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1 Introduction to Human Resource Management	Concept of HRM	Meaning, definition, importance, scope, and objectives of HRM	Classroom discussion, videos, Case study/ PPT / Smartboard	4 hours	Discussion on Evolution and recent developments of HRM in India and its impact on HRM management of companies.	CO1
	Evolution and development of HRM	Evolution and development of HRM; Approaches to HRM- Personnel Management Vs Human Resource Management; HRM and competitive advantage. HR department composition, role, functions.	Classroom discussion, videos, Case study/ PPT / Smartboard	4 hours		
Unit 2 Procurement of HR	HRP	Meaning and Importance of planning; Job analysis--- the process of job analysis, job description, job specification, methods of job analysis, HRP, Recruitment – concept, sources.	Classroom discussion, videos, Case study/ PPT / Smartboard	4 hours	Visit three different online job-recruiting sites. Which job site did you prefer and state the reasons of your preference	CO2
	Recruitment and Selection	Selection – concept, Process Difference between recruitment and selection, process- test, interview, placement, induction, and socialization; retention	Classroom discussion, videos, Case study/ PPT / Smartboard	4 hours		
Unit 3 Training and Development	Employee Training	Concepts; importance; Training, Methods, and Executive development methods –On the job training, Off job training,	Classroom discussion, videos, Case study/ PPT / Smartboard	4 hours	As a Human Resource manager, you have been asked by your organization to organize a training development program. Define some steps will you take to make it successful.	CO3
	Employee Development	Management Development Programs; Employee Development Methods, Evaluating Training and Development Effectiveness	Classroom discussion, videos, Case study/ PPT / Smartboard	4 hours		
Unit 4 Performance Appraisal, and	Performance appraisal	Performance appraisal -need and Importance, objectives, process, and methods.	Classroom discussion, videos, Case study/ PPT / Smartboard	4 hours		

Compensation						
	Compensation	Compensation-classification, Compensation	Objective, Principles, Components of	Classroom discussion, videos, Case study/ PPT / Smartboard	4 hours	Case-based Assignment on various components of compensation
Unit 5 Overview of HRM Trends and Challenges	Concept of SHRM, HRIS, GHRM	Strategic HRM, Electronic HRM, Green HRM, Human Resource Information System, HR Audit, workforce diversity, downsizing, work-life balance.		Classroom discussion, videos, Case study/ PPT / Smartboard	4 hours	Case-based Assignment on Workforce Diversity.
Total					40	

Textbooks	
Sr No	Book Details
1	Gary Dessler & Biju Varkkey, <i>Human Resource Management, 17th Edition</i> , 2023
2	Bratton, J., Gold, J., Bratton, A., & Steele, L., “ <i>Human resource management</i> ” Bloomsbury Publishing. 2021
3.	Wong, W., Anderson, V., & Bond, H., “ <i>Human capital management standards A complete guide</i> ” Kogan Page Publishers. 2019

Reference Books	
Sr No	Book Details
1	Gary Dessler & Biju Varkkey, <i>Human Resource Management, 17th Edition</i> , 2023
2	Stone, R. J., Cox, A., & Gavin, M., “ <i>Human resource management</i> ” John Wiley & Sons. 2020
3	Widarni, E. L., &Bawono, S., “ <i>The Basic of Human Resource Management</i> ” Book Rix. 6th Edition 2020
SUBJECTIVE YOUTUBE VIDEOS LINKS	
https://youtu.be/zAy6xT8Rvag?si=-QBMK-srblNLgjFG https://youtu.be/bI9RZjF-538?si=1LvBX6_RQFftbpP- https://youtu.be/c8_avX9miag?si=JezfTQLo2b1cSJzc	



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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School of Management

Subject Name: Managerial Personality Development Lab

L-T-P [0-0-4]

Subject Code: BBBA0351

Applicable in Department: BBA

Pre-requisite of Subject: Communication Skills, Management Principles, Professional Experience, Interpersonal Skills

Course Objective: To inculcate effective communication skills required for students to be 'Industry Ready'.

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:

**Bloom's
Knowledge
Level
(KL)**

CO1 Student will be able to develop and apply comprehension and narration skills

(K3)

CO2 Student will be able to demonstrate effective listening skills.

(K3)

CO3 Student will be able to develop effective business writing skills.

(K3)

CO4 Students will be able to understand and analyze business documents.

(K6)


CO5 Students will be able to demonstrate and master interviewing skills

(K3)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1	Comprehension and Narration	Short stories Editorial Vocabulary development	Extempore/ Story telling/ TED talks/experimental learning	8 Hours	Class practice	CO1
2	Listening Skills	Concept of hearing and listening, Active listening, Passive listening	Listening TED talks/ experimental learning/ listening songs/ audio video lectures/ speeches/ debates / discussions	8 Hours	English Communication Lab practice	CO2
3	Professional Writing & Communication	Writing practice, Precise writing, paraphrasing	Story writing/ Creative writing	8 Hours	Class practice	CO3
4	Corporate Reading Skills	Business reading, skimming skills, effective reading	Newspaper reading/ report reading/ advertisement/ notices/ official documents/ instructional manuals	8 Hours	Class practice	CO4
5	Corporate Interaction Skills	Professional Introductions, Corporate Etiquette, Team Communication	Experimental learning/ Role-play/ Mock Interview , Mock GDs/ videos	8 Hours	Class practice	CO5
Total				40		

Sr No	Book Details
1	Sanjay Kumar , Pushp Lata <i>Communication skills ,Oxford publications.</i>
2	Dr. N.D.V Prasad Rao ., Wren & Martin English Grammar and Composition.

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Subject Name: Financial Management				L-T-P[2-0-2]		
Subject Code: BBBA0302 BBA				Applicable in Department:		
Pre-requisite of Subject: Finance fundamentals, Analytical thinking, Problem solving skills						
Course Objective: To provide an understanding of the essential elements of the financial environment in which the business firm operates. To acquaint students with the techniques of financial management and their applications for business decision making.						
Course Outcomes(CO)						
Course outcome: After completion of this course students will be able to:						Bloom'sKnowledgeLevel(KL)
CO1	Understand the goals of financial management.					(K2)
CO2	Apply the concepts of time value of money for financial decision making.					(K3)
CO3	Design optimum capital structure using EBIT and EPS analysis.					(K6)
CO4	Evaluate projects using capital budgeting techniques.					(K5)
CO5	Evaluate working capital effectiveness in an organization.					(K5)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required	Practical/ Assignment/	CO Mapping

				(L+P)	Lab Nos	
Module 1:	INTRODUCTION TO FINANCIAL MANAGEMENT	Introduction – Meaning of Finance, Business Finance, Finance Functions, Organization structure of Finance Department; Financial Management – Goals of Financial Management,	Smartboard, PPT, Discussion	3	Skill Developments Activity: Draw the organisational chart of Finance Function of a company.	CO1
	FINANCIAL DECISIONS	Financial Decisions -Types of Financial Decisions, Role of a Financial Manager; Financial Planning – Principles of Sound Financial Planning, Steps in Financial Planning, Factors influencing a Sound Financial Plan.	Smartboard, PPT, Discussion	3		
Module 2:	TIME VALUE OF MONEY: Future Value	Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); (Simple problems)	Smartboard, PPT, Case study discussions, class presentations, Workshops.	3	Skill Developments Activity: Calculating TVM in Excel =PV (rate,nper,pmt,FV,type)	CO2
	TIME VALUE OF MONEY: Present Value	Present Value (Single Flow – Uneven Flow & Annuity); Doubling Period (Simple Problems)	Smartboard, PPT, Case study discussions, class presentations, Workshops.	3		
Module 3:	FINANCING DECISIONS	Financing Decision: Sources of Long-Term Finance -- Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure – EBIT, EPS Analysis, Leverages – Problems.	Smartboard, PPT, Case study discussions, class presentations.	6	Skill Developments Activity: Submit an analysed report on capital structure of 3 different industries.	CO3
	DIVIDEND DECISIONS	Dividend Decision: Meaning & Determinants of Dividend Policy, Types of Dividends, Bonus Shares (Meaning only)	Smartboard, PPT, Case study discussions, class presentations.	4		
	INVESTMENT DECISION	Meaning and Scope of Capital Budgeting, Features & Significance, Techniques --	Smartboard, PPT, Case study discussions,	8	Skill Developments Activity: Explain the	CO4

Module 4:		Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)	Workshops.		role of financial manager in the context of globalisation.	
	ROLE OF FINTECH IN INVESTMENT DECISIONS	Introduction to FinTech in Investments, Role of FinTech in financial Analysis, Role of machine learning in financial forecasting,	Smartboard, PPT, Case study discussions, Workshops.	4		
Module 5:	WORKING CAPITAL MANAGEMENT	Working Capital -- Concept of Working Capital, Significance of Adequate Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)	Smartboard, PPT, Case study discussions, Workshops.	6	Skill Developments Activity: Prepare a working capital statement using imaginary figures.	CO5
Total				40		


Textbooks	
Sr No	Book Details
1.	<i>Pandey, I. M. (2021). Financial management (12th ed.). Pearson Education</i>
2.	<i>Chandra, P. (2022). Financial management: Theory and practice (11th ed.). McGraw Hill.</i>
Reference Books	
Sr No	Book Details
1	<i>Maheshwari, S. N. (2019). Financial management (15th ed.). Sultan Chand & Sons.</i>
2	<i>Van Horne, J. C., & Wachowicz, J. M. (2021). Fundamentals of financial management (14th ed.). FT Prentice Hall, Pearson Education.</i>

3

Brealey, R. A., Myers, S. C., Allen, F., & Mohanty, P. (2020). Principles of corporate finance (13th ed.). McGraw Hill.

Links (Only Verified links should be pasted here)

1. <https://youtu.be/cy4PiY5ERTI>
2. <https://youtu.be/8Cbw5inKewA>
3. <https://youtu.be/C8M7CnvtGG0>

	<p style="text-align: center;">NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA-201306 (An Autonomous Institute) School Of Management</p>
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Subject Name: Production and Operations Management		L-T-P [2-0-2]
Subject Code: BBBA0305 BBA		Applicable in Department:
Pre-requisite of Subject: Knowledge of Supply Chain Management		
Course Objective: This course provides sound understanding of the various concepts of Production and Operations Management that affects the overall business strategy and performance of the firm. It also provides the roadmap for optimal utilization of the resources by incorporating the learning of topics like- Materials Management and Inventory Control. The course will develop in students the ability to analyse and apply the various concepts of Production and Operations Management in working of the firm. It will also garner the decision- making ability in students.		
Course Outcomes(CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level(KL)
CO1	Understand the fundamentals of Production and Operations Management and its role in business strategy of the firm.	(K2)
CO2	Analyse the various types of Manufacturing Systems being used in Production as well as gaining knowledge about the product design and development.	(K4)
CO3	Comprehend the importance of decision making with respect to Plant location and Plant Layout in Production and Operations Management.	(K2)
CO4	Understand and apply the concepts of Materials Management and Inventory Control.	(K2)
CO5	Apply the various important techniques of Quality Control in order to produce quality products and make them available at reasonable prices in the hands of the customers.	(K3)

Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ LabNos	CO Mapping
1	Introduction to Production and Operations Management	Nature and Scope of Production Management, Functions of Production Management, Production Systems, Responsibilities of a production manager.	Presentations, Assignments, Discussion.	4	Case Based Assignment	CO1
	Production Planning and Control	Introduction to production planning and control (PPC), Objectives of PPC.	Presentations, Assignments, Discussion.	4	Case Based Assignment	CO1
2	Introduction to Manufacturing Systems	What is Manufacturing System, Types of Manufacturing Systems, Intermittent, Continuous Systems and other Manufacturing Systems.	Presentations, Assignments, Discussion.	4	Application Based Assignment	CO2
	Product Design and development	Product design and development, elements of product design, 4 C's of product design, 7 stages of product development, 4 Ps of product design.	Presentations, Assignments, Discussion.	4	Application Based Assignment	CO2
3	Introduction to Plant Location	What is Plant Location, Methods of determining Plant Location, Factors affecting plant Location.	Presentations, Assignments, Discussion.	4	Application Based Assignment	CO3
	Introduction to Plant Layout	What is Plant Layout, Methods of determining Plant Layout, Factors affecting Plant Layout, Types of Plant Layout.	Presentations, Assignments, Discussion.	4	Application Based Assignment	CO3
4.	Concept of Inventory Management	Materials Management and Inventory Control, Purchasing Economic lot quantity/ Economic Order Quantity (EOQ), Lead Time, Reorder Level / Point.	Presentations, Assignments, Discussion.	4	Case Based Assignment	CO4

	Introduction to Numericals and concept of ABC Analysis	Numericals on EOQ, Lead Time and Reorder Level of Inventory, ABC Analysis.	Presentations, Assignments, Discussion.	4	Case Based Assignment	CO4
5.	Concept of Quality Control	Quality Control: Meaning and Importance, Quality Assurance.	Presentations, Assignments, Discussion.	4	Application based Assignment	CO5
	Introduction to Quality Circles	Quality Circles, TQM, JIT, Statistical Quality Control.	Presentations, Assignments, Discussion.	4	Application based Assignment	CO5
Total				40		

Textbooks	
S. No	Book Details
1.	B.S. Goel (2024) Production Operation Management 4 th Edition
2.	S.N Charry (2020) Production and Operation Management 5 th Edition
Reference Books	
S. No	Book Details
1.	S.N Charry (2020) Production and Operation Management 4 th Edition
Links (Only Verified links should be pasted here)	
1) https://www.youtube.com/watch?v=2lJie1Rn3xM&list=PLsh2FvSr3n7fnWSe8sIKTcK9INZgDS0td	



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA-201306
(An Autonomous Institute)
School of Management

Subject Name: Design Thinking & Innovation

L-T-P [3-0-2]

Subject Code: BBBA0301

Applicable in Department: BBA

Pre-requisite of Subject: Basic understanding of English and General sciences & human behaviour.

Course Objective: The objective of this course is to familiarize students with design thinking process as a tool for breakthrough innovation. It aims to equip students with design thinking skills and ignite the minds to create innovative ideas, develop solutions for real-time problems.

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:

**Bloom's
Knowledge
Level (KL)**

CO1 Understand the design process and apply it in a variety of business settings

(K3)

CO2 Analyze self, culture, teamwork to work in a multidisciplinary environment and exhibit empathetic behaviour

(K4)

CO3 Applying design thinking tools for defining the problem statements of real time issues and generate innovative ideas using design tools

(K6)

CO4 Create Prototype and test them for given scenarios.

(K6)

CO5 Understand the need for innovative mindset, problem-solving skills in solving business problems

(K3)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1 Design Thinking	Introduction to Design Thinking	An overview of future skills, introduction to design thinking, traditional problem solving versus design thinking, history of design thinking, wicked problems	Classroom discussion, videos, Case	4	Practical Approach (Discussion and Activities), Activity related to observation & team building exercise	CO1
		Introduction to elements of design and principles of design, Examples of Great Design, Design Approaches across the world	Classroom discussion, videos, Case	4		CO1
2 Ethical Values & Empathy	Understanding Self and I	Understanding humans as a combination of I (self) and body, basic physical needs up to actualization, prosperity, Understanding culture in institution, startup, socialization process. Ethical behaviour: effects on self, society, understanding core values and feelings, negative sentiments and how to overcome them,	Classroom discussion, videos, Case	4	Activity related to Empathy Map and Journey Mapping	CO2
	Empathy Tools	Understand stakeholders, techniques to empathize, identify key user problems. Empathy tools Interviews, empathy maps, emotional mapping, immersion and observations, Emotional Intelligence, customer journey maps, classifying insights after Observations, Classifying Stakeholders	Classroom discussion, videos, Case	4		CO2

3 Problem Statement and Ideation	Defining the problem	Defining the problem statement, creating personas Themes of Thinking, inspirations and references, brainstorming, inclusion, sketching and presenting ideas, idea evaluation, double diamond approach, analyze – four W’s, 5 why’s,	Classroom discussion, videos, Case	5	Activity related to Brainstorming and Six Thinking Hats	C03
	Ideation	“How Might We”, Mind-Map, ideation activity games - six thinking hats, introduction to visual collaboration and brainstorming tools - Mural, JamBoard.	Classroom discussion, videos, Case	3		C03
4. Prototyping & Testing	Prototyping	Prototyping & Tools, Types of prototypes Refinement, Minimum Viable Prototype	Classroom discussion, videos, Case	3	Creating various types of prototypes for given / chosen problem statement	C04
	Testing	Need of Testing: Testing of design with people, Testing mindset, Conducting usability test, Testing scenarios and methods, Observation and shadowing methods, Validation	Classroom discussion, videos, Case	5	(Group Activity)	C04
5. Innovation	Innovation	Innovation: Definition, Types, Barriers in innovation, Innovation Management, Principles of innovation, Innovation ecosystem at various levels Strategic Foresight Renewing innovations	Classroom discussion, videos, Case	8	Select an industry/product and find out the innovative methodology/innovation used.	C05
Total				40		

Textbooks

Sr No	Book Details
1.	Arun Jain, UnMukt : Science & Art of Design Thinking, 2020, Polaris
2.	Jeanne Liedta, Andrew King and Kevin Benett, Solving Problems with Design Thinking – Ten Stories of What Works, 2013, Columbia Business School Publishing
3.	RR Gaur, R Sangal, G P Bagaria, A Foundation Course in Human Values and Professional Ethics, First Edition, 2009, Excel Books: New Delhi
Reference Books	
Sr No	Book Details
1	Jauhari V., Bhushan S., “Innovation Management” Oxford. 2019
2	Roger L. Martin, Design of Business: Why Design Thinking is the Next Competitive Advantage, 2009, Harvard Business Press, Boston MA
Links (Only Verified links should be pasted here)	
1) https://nptel.ac.in/courses/110/106/110106124/ 2) https://designthinking.ideo.com/ 3) https://nptel.ac.in/courses/110/106/110106124/ 4) https://swayam.gov.in/nd1_noc19_mg60/preview	



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA-201306
(An Autonomous Institute)
School of Management

Subject Name: Advanced Excel

L-T-P [3-0-3]

Subject Code: BBBA0352

Applicable in Department: BBA

Pre-requisite of Subject: Basic computer literacy. Fundamental understanding of Microsoft Excel: ability to navigate the interface, enter and format data, create basic formulas (e.g., SUM, AVERAGE), and manage files. Familiarity with basic business concepts and terminology.

Course Objective: Master Advanced Excel Formulas and Functions: Proficiently use a wide range of logical, lookup/reference, text, date/time, financial, and statistical functions to perform complex calculations and manipulate data.

Implement Effective Data Management Techniques: Organize and manage large datasets efficiently using Excel Tables, sorting, filtering, data validation, and data import/export features.

Conduct Robust Data Analysis: Utilize PivotTables, PivotCharts, Slicers, and Timelines to summarize, analyze, and explore business data for patterns and insights.

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:

**Bloom's
Knowledge
Level (KL)**

CO1

Demonstrate proficiency in structuring data and utilizing advanced Excel formulas (logical, lookup,

KL3:

	financial, statistical, text, date/time) for complex business computations.	Applying
CO2	Analyze business data effectively using PivotTables, PivotCharts, and other data summarization tools to extract actionable insights.	KL4: Analyzing
CO3	Develop and evaluate business models using Excel's What-If analysis tools (Scenario Manager, Goal Seek, Data Tables, Solver) to support managerial decision-making under uncertainty.	KL5: Evaluating
CO4	Create impactful data visualizations and reports using advanced charting techniques, conditional formatting, and dashboarding principles to communicate findings clearly.	KL6: Creating
CO5	Design and implement well-structured, efficient, and reliable Excel solutions to address common managerial problems, incorporating data integrity and automation concepts.	KL6: Creating

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1	Data Management & Core Formulas	Spreadsheet design, Excel Tables, Adv. Sort/Filter, Data Validation, Logical (IFs), Text Functions, Error Handling.	Lecture (L), Demo, Handson Lab (P)	2L + 4P = 6 hrs	Lab 1 (Data Structure), Lab 2 (Logic/Text) Assignment 1	CO1
2	Advanced Formulas & Functions	Lookup (VLOOKUP, INDEX-MATCH, XLOOKUP), Date/Time Functions, Financial Functions (PV, NPV, IRR, PMT).	Lecture (L), Demo, Handson Lab (P)	3L + 6P = 9 hrs	Lab 3 (Lookups), Lab 4 (Date/Financial)	CO1
3	Data Analysis with PivotTables	Creating/Modifying PivotTables, Grouping, Calculated Fields/Items, Slicers, Timelines, PivotCharts. Intro to Get & Transform (Power Query) & Data Model.	Lecture (L), Demo, Handson Lab (P)	3L + 6P = 9 hrs	Lab 5 (Pivot Basics), Lab 6 (Adv. Pivot) Assignment 2	CO2
4	Business Modeling & What-If Analysis	Scenario Manager, Goal Seek, One/Two-variable Data Tables, Solver Add-in for optimization. Building flexible models.	Lecture (L), Demo, Handson Lab (P), Case Study	3L + 6P = 9 hrs	Lab 7 (Scenarios/Goal Seek), Lab 8 (Data Tables/Solver) Assignment 3	CO3, CO5 (Intro)

5	Visualization & Reporting	Advanced Charting (Combo, Waterfall, Dynamic Charts), Conditional Formatting (with formulas), Sparklines. Basic Dashboard Design.	Lecture (L), Demo, Handson Lab (P)	2L + 4P = 6 hrs	Lab 9 (Adv. Charts), Lab 10 (Cond. Format/Dash)	CO4
	Efficiency & Capstone Application	Sheet/Workbook Protection, Intro to Macros (Recording), Best Practices. Final Project work time, consultation & presentation (if applicable).	Lecture (L), Demo, Project Work Supervision, Q&A	1L + 5P = 6 hrs	Lab 11 (Protection/Macros), Final Project	CO5, CO1CO4 (Integrated)
Total				45		

Textbooks

Sr No	Book Details
1.	Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 by Lokesh Lalwani
2.	Microsoft Excel Formulas and Functions (Office 2021 and Microsoft 365), 1st Edition by Paul McFedries

Reference Books

Sr No	Book Details
1.	Mastering Microsoft Excel Functions And Formulas by WebTech Sol.

Links (Only Verified links should be pasted here)

1) <https://www.youtube.com/watch?v=PIPgYOFJROI>



**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA-
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School of Management**

Subject Name: Introduction to Business Analytics		L-T-P [3-0-0]
Subject Code: BBBA0404		Applicable in Department: BBA
Pre-requisite of Subject: Predictive Analytics, Marketing Analytics, Human Resource Analytics, Supply Chain Analytics		
Course Objective: The objective of this course is to teach students about various applications of business analytics so that they would be able to formulate and solve business problems.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level(KL)
CO1	Understand the basic concepts of Business Analytics.	(K2)
CO2	Applying techniques of data cleaning for analysis and visualization.	(K3)
CO3	Analyzing data using various descriptive analytics methods.	(K4)
CO4	Apply advanced data analytics methods for business decision-making.	(K3)
CO5	Analyzing time series data for forecasting.	(K4)
Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1: Introduction to Business Analytics	Business Analytics: Overview	Business Analytics-Terminologies, Process, Importance, Relationship with Organizational Decision Making, Applications of Business Analytics	Classroom discussion, videos, Casestudy, MS Excel	3 Hours	ABC Enterprises wants to expand its business into new product category. But it is not certain which product line to start and which initial regional markets to cater. Suggest as a business analytics how would you deploy business analytics concepts for achieving the objective.	CO1
	Types of Business Analytics	Descriptive, Predictive, and Prescriptive Modeling	Classroom discussion, videos, Case study, MS Excel	3 Hours		
	Business analytics tools	Introduction to various tools such as R, Python, SPSS etc. and their salient features.	Classroom discussion, videos, Case study	3 Hours		
Unit 2: Data Preparation and Visualization	Preparing data	Getting data into Excel, editing data, data cleaning in Excel, functions, conditional formatting, pivot tables	Classroom discussion, videos, Case study, MS Excel	3 Hours	A dataset is given which contains: 1. Many duplicate entries, 2. Requires removal of trailing spaces 3. Proper column and row alignment is needed 4. Needs to highlight cells which come under selected criteria 5. Need to develop an interactive table. Analyze the data and take necessary actions.	CO2
	Data Visualization using MS Excel	Charts types and uses in Excel, Data dashboards, Heat maps	Classroom discussion, videos, Casestudy, MS Excel	4 Hours		

Unit-3 Descriptive Analytics	Descriptive statistics	Concept of measures of location – mean, median, mode. Measures of variability – Range, Variance, Standard deviation, and Coefficient of variation,	Classroom discussion, videos, Case study, MS Excel	4 Hours	Assignment on descriptive statistics.	CO3
	Descriptive analytics using Excel	Ascertaining mean, median, mode, variance, standard deviation, correlation coefficient, etc. using Excel.	Classroom discussion, videos, Casestudy, MS Excel	4 Hours		

Unit 4: Predictive and prescriptive analytics	Linear regression, multiple regression	Simple linear regression model, least squares method, assessing the fit of the simple linear regression model	Classroom discussion, videos, Casestudy, MS Excel	4 Hours	Assignment on linear and multiple regression.	CO4
	Data mining	Data mining techniques, the concept of supervised and unsupervised learning	Classroom discussion, videos, Case study, MS Excel	4 Hours		
Unit 5: Time series Forecasting	Concept of time series forecasting	Basic concepts of trends, seasonality and cyclicity, identifying trends, seasonality and cyclicity using graphs.	Classroom discussion, videos, Case study, MS Excel	4 Hours	Assignment on time series forecasting	CO5
	Forecasting models	Concept of auto-regression and auto-correlations, concept of AR, MA and ARIMA models.	Classroom discussion, videos, Case study, MS Excel	4 Hours		
Total				40		

Textbooks

Sr No	Book Details
1.	Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., & Anderson, D. R., “Essentials of business analytics” Cengage Learning. 2016
2.	Kumar, U Dinesh, “Business Analytics” Wiley. 2022
Reference Books	
Sr No	Book Details
1.	Albright, S. C., & Winston, W. L., “Business analytics: Data analysis & decision making” Cengage Learning. 2014
2	Kumar, U. D., “Business analytics: The science of data-driven decision making” Wiley. 2017
3	Duan, L., & Xiong, Y., “Big data analytics and business analytic” Journal of Management Analytics, 2(1), 1-21. 2015
Links (Only Verified links should be pasted here)	
1) https://www.youtube.com/watch?v=_Dcmk9mEP9s 2) https://www.youtube.com/watch?v=diaZdX1s5L4 3) https://www.youtube.com/watch?v=XqnJDqXjG48 4) https://online.hbs.edu/blog/post/importance-of-business-analytics https://www.dbta.com/Categories/Business-Intelligence-and-Analytics-327.aspx	



**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA-
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School of Management**

Subject Name: Introduction to Logistics and Supply Chain Management

L-T-P [3-0-0]

Subject Code: BBBA0405

Applicable in Department: BBA

Pre-requisite of Subject: A basic understanding of business operations and management principles

Course Objective: To Understand the strategic role of logistics management and its impact on the Indian economy. Gain insight into international supply chain techniques for effective enterprise management and real-world application. To Study the key modes of logistics operations and distribution cycles to optimize efficiency.

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:

**Bloom's
Knowledge
Level (KL)**

CO1 To understand the development of logistics and its role in the economy

Understanding
(K2)

CO2 To understand the basic concepts of supply chain Management and establish the impact of supply chain decisions on a firm's performance

Understanding
(K2)

CO3	To understand and analyze challenges in managing the supply chain	Applying (K2)
CO4	To recognize transportation as an essential resource within logistics management.	Evaluating (K5)
CO5	To comprehend and assess the performance measurement aspects of logistics and supply chain management.	Evaluating (K5)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1	Module 1: Concept of Logistics	Introduction, Concept of Logistics Objectives of Logistics, Importance of Logistics, Types of Logistics, Concept of Logistics Management, Evolution of Logistics , Role of Logistics in an Economy	PPT/ CASE STUDY/ VIDEOS	4	Assignment: Introduction to logistics. Topic: Investigate the evolution of logistics and its pivotal role in driving economic growth	CO1
	Module 2: Components of Logistic Management	Components of logistics management, logistics cost elements like storage cost, delivery cost, inventory cost, service cost		4		
2	Module 1: Overview of Supply Chain	Evolution of Supply Chain, Development Chain, Uncertainty & Risk, Key Issues in Supply chain management, Objectives of	PPT/ CASE STUDY/ VIDEOS	4	Assignment: Explore the overview of a supply chain.	CO2

		Supply Chain, Decision Phases in Supply Chain, Process view of Supply Chain			Topic: Recognize the different stakeholders within a supply chain and elucidate the functions performed by each entity	
	Module 2: Types of Supply Chain	Made-To-Stock Supply Chain Strategy, Built To- Order Process in Supply Chain, Assemble-To-Order Model		4		
3	Module 1: Drivers of Supply Chain	Logistical drivers – inventory, transportation and facilities. Cross functional drivers : pricing, sourcing , transportation 4	PPT/ CASE STUDY/ VIDEOS	4	Assignment: Strategic Supply Chain Management and its importance in gaining competitive advantage	CO3
	Module 2: Decisions of Supply Chain	Competitive Supply Chain Strategy, Achieving Strategic Fit, Challenges in Achieving & Maintaining Fit, Make or Buy Decision, Framework For Strategic Alliance, Retailer Supplier Partnership, Distributor Integration, Supply Chain Network		4		
4.	Module 1: Transportation infrastructure	Basics of Transportation, Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; International Air Cargo Transport; Coastal and Ocean transportation, Characteristics of shipping transport- Types of Ships.	PPT/ CASE STUDY/ VIDEOS	4	Assignment: Transport stands out prominently within the logistics landscape. Topic: Discuss the transport infrastructure in India and pivotal government strategies	CO4

	Module 2: Transportation management	Basic transport economics and pricing. Transportation decision making		4		
5.	Module 1: Logistical Performance measurement	Dimensions of performance measurement, internal performance measurement and external performance measurement	PPT/ CASE STUDY/ VIDEOS	4	Assignment: Significance of Performance Evaluation Topic: Examine diverse aspects of evaluating performance in logistics and supply chain management	CO5
	Module 2: SCM Performance measurement	Supply Chain Performance: Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement		4		
	Total	40				

Textbooks	
Sr No	Book Details
1.	Sunil Chopra, Peter Meindl, Supply Chain Management ,Pearson Education, India.

2.	Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill
Reference Books	
Sr No	Book Details
1.	Donald J Bowersox, David J Closs, Logistical Management, TMH
Links (Only Verified links should be pasted here)	
1) https://www.udemy.com/course/logistics-and-supply-chainsfundamentalsdesignoperations/?couponCode=ST2MT43024	



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Subject Name: BUSINESS RESEARCH METHODS		L-T-P [3-0-0]
Subject Code: BBBA0401		Applicable in Department: BBA
Pre-requisite of Subject: Basic knowledge of statistics, business concepts, and familiarity with MS Excel/SPSS.,		
Course Objective: To equip students with the knowledge and skills to systematically conduct business research, including formulating research problems, reviewing literature, designing research, applying sampling methods, collecting and analyzing data using statistical tools, and preparing professional research reports.		
CourseOutcomes(CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level (KL)
CO1	Understand research fundamentals and review of literature.	(K2)
CO2	Formulation of research problem.	(K6)
CO3	Design sampling methods and develop appropriate data collection instruments.	(K6)
CO4	Apply statistical analysis and hypothesis formulation for research data.	(K3)
CO5	Prepare and present comprehensive research reports with ethical considerations.	(K6)

SYLLABUS

Unit No.	Module Name	Topics Covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1	Introduction to Research	Meaning, Objectives, Importance of Research; Types of Research; Characteristics of Good Research; Research Process, Application of Research in Business	Classroom discussion, PPT, Case Study	4	Literature review with identification of gap	CO1
1	Review of Literature and Research Gap	Purpose and Process of Literature Review; Sources of Literature; Writing the Review; Identifying Research Gaps	Classroom discussion, PPT	4		CO1
2	Research Problem Formulation	Defining and Refining Research Problems; Research Objectives and Questions; Structure of a research proposal	PPT, Classroom discussion	4	Identifying the design of the different research papers	CO2

2	Research Design and Variables	Types of Research Design (Exploratory, Descriptive, Causal); Identification of Variables; Conceptual and Theoretical Frameworks	Classroom discussion, PPT	4		CO2
3	Sampling Techniques	Probability and Non-Probability Sampling; Sampling Error; Sample Size Determination	Classroom discussion, PPT Practical exercise	4	Developing Questionnaire	CO3
3	Data Collection Methods and Tools	Primary and Secondary Data; Data Collection Methods (Survey, Interview, Observation); Instrument Design; Scaling and Measurement Techniques	Classroom discussion, PPT Practical Exercise	4		CO3
4	Hypothesis Formulation	Meaning of Hypotheses; types, Type I & II error	Classroom discussion, PPT	4	Hypothesis formulation and numerical questions on univariate analysis	CO4

4	Data Interpretation & Analysis	Meaning, significance, Pre-requisite of data analysis, Univariate Analysis.	Classroom discussion, PPT	4		CO4
5	Research Report Writing	Structure and Components of a Report; Writing Style; Citations and References; Guidelines for presenting tabular data, Annexures	Classroom discussion, PPT	4	Draft & present a mini research report	CO5
5	Research Ethics	Ethical Issues in Research, COPE guidelines, plagiarism issues	Classroom discussion, PPT	4		CO5

Textbooks

Sr No	Book Details
1.	Kothari, C. R., & Garg, G. (2024). <i>Research methodology: Methods and techniques</i> (5th ed.). New Age International Publishers.
2.	Cooper, D. R., & Schindler, P. S. (2018). <i>Business research methods</i> (13th ed.). McGraw-Hill Education.

Reference Books

Sr No	Book Details
1.	Sharma, F.C, (2022), Business Research Methods, Shree Mahavir Book Depot
2.	Bell, E., Harley, B., &Bryman, A. (2022). <i>Business research methods</i> (6th ed.). Oxford University Press.
Links (Only Verified links should be pasted here)	
1.	https://youtube.com/playlist?list=PLeoBtLuawOsUDwE6uW_D6Yy6pAFl2apEN&si=iAOiqEUfCjBqwKJi
2.	https://youtu.be/Tc7C8eZaDm0?si=6g3aXzPefhkKm6oD



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Subject Name: Entrepreneurship Mind-set		L-T-P [3-0-0]
Subject Code: BBBA0403		Applicable in Department: BBA
Pre-requisite of Subject: A common prerequisite subject for <i>Entrepreneurship Mindset</i> is Principles of Management or Introduction to Business . These provide foundational knowledge of business operations, management functions, and organizational behavior, which support entrepreneurial thinking		
Course Objective: The objective of the Entrepreneurship Mindset subject is to cultivate creative thinking, initiative, and risk-taking abilities. It aims to empower individuals to identify opportunities and develop innovative solutions for value creation.		
CourseOutcomes(CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level(KL)
CO1	Students will develop an entrepreneurial mindset focused on fostering creativity, building resilience, and embracing adaptability.	(K4)
CO2	Students will develop skills to identify viable business opportunities and assess market potential.	(K3)
CO3	Students will create comprehensive business plans integrating innovative strategies for sustainable growth.	(K2)
CO4	Students will cultivate critical thinking and innovative skills to effectively identify and leverage entrepreneurial opportunities	(K3)
CO5	Students will learn to cultivate a dynamic organizational culture that encourages creativity, collaboration, and risk-taking to foster innovation.	(K4)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1	Introduction to Entrepreneurship	Evolution, Characteristics, Nature, Types, Functions of Entrepreneur - Distinction between an Entrepreneur and a Manager, Concept, Growth of Entrepreneurship in India.	Classroom discussion, videos, Case study	4 Hours	Classroom presentation and report of the visited industry	CO1
	Entrepreneurial Mindset	Entrepreneurial decision process, Types of start ups, role of entrepreneurs in economic development, the future of entrepreneurs, entrepreneurial process, manager vs entrepreneur decision making, intrapreneurship.	Classroom discussion, videos, Case study	4 Hours		
2	Theories of Entrepreneurship	Economic, Classical, Neo Classical, Austrian Market process, Psychological, Personality Traits, Sociological, Anthropological entrepreneurial, Opportunity based Entrepreneurship theory, Financial Capital/ Liquidity, Social Capital Theory.	Classroom discussion, videos, Case study	4 Hours	Write a comparative analysis that highlights the similarities and differences between the three types of entrepreneurship you have chosen. Consider factors such as motivation, scale, impact, risk, and innovation.	CO2
	Types of Entrepreneurs	Classification on the Basis of Ownership, Classification Based on the Scale of the Enterprise, Entrepreneurial Motivation, Entrepreneurial Motivation – The Needs Framework, Manifest Needs Theory.	Classroom discussion, videos, Case study	4 Hours		
3	Creating and starting the Venture	Sources of new Idea, methods of generating ideas, creative problem solving, opportunity recognition, product planning and development, Business Structure, Creating a Business Plan, Market Size Analysis, E-commerce and start ups.	Classroom discussion, videos, Case study	4 Hours	Classroom discussion, videos, Case study Classroom discussion, videos, Case study	CO3

	Legal Framework	Financial support for Business Plan, Regulations to set up a and Laws, Legal issues in setting up the organization, patents, business methods patents, trademarks, copyrights, trade secrets, licensing, product safety and liability, insurance, contracts.	Classroom discussion, videos, Case study	4 Hours		
4.	Introduction to Innovation	Innovation, Innovation Management, Innovation ecosystem, Strategic Foresight Renewing innovations	Classroom discussion, videos, Case study	4 Hours	Students will create a personalized business plan to assess how innovation and CO3	CO4
	Levels of Innovation	Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development: Transaction Cost, Knowledge Based Theories.	Classroom discussion, videos, Case study	4 Hours	Venture entrepreneurship play a role in their individual career pathway as well as their life goals as a UAE citizen. The deliverables are a written report and oral presentation.	
5.	Institutional support to Entrepreneurship	Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs), Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)	Classroom discussion, videos, Case study	8 Hours	"A detailed explanation of the roles and responsibilities of key institutions involved in the promotion and development of Small and Medium Enterprises (SMEs) in India, including the Directorate of Industries, District Industries Centers (DICs), Industrial Development Corporations (IDCs), State Financial Corporations (SFCs),	CO5

					Commercial Banks, Small Scale Industries Development Corporations (SSIDCs), Khadi and Village Industries Commission (KVIC), National Small Industries Corporation (NSIC), and the Small Industries Development Bank of India (SIDBI), along with an analysis of their contributions to the growth of the MSME sector."	
Total				40		

Textbooks	
Sr No	Book Details
1.	Chesbrough, H.(2003). Open innovation: The new imperative for creating and profiting from technology. Harvard Business School Press.
2.	Christensen, C.M. (1997). The innovator's dilemma: when new technologies cause great firms to fail. Harvard Business Review Press
Reference Books	

Sr No	Book Details
1	Drucker, P.F., Innovation and Entrepreneurship, Oxford 2 Khanka S. S. (2023). Creativity and Innovation in Entrepreneurship. Sultan Chand & Sons 3 Jauhari V., Bhushan S. Innovation Management. Oxford
2	2 Khanka S. S. (2023). Creativity and Innovation in Entrepreneurship. Sultan Chand & Sons
3	Jauhari V., Bhushan S. Innovation Management. Oxford
4	Hisrich et al. - Entrepreneurship, McGraw Hill Education 4. Balaraju, Theduri- Entrepreneurship Development: An Analytical Study, Akansha Publishing House. 5. David, Otis- A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi. 6. Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing.
5	Balaraju, Theduri- Entrepreneurship Development: An Analytical Study, Akansha Publishing House
6	Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing.
Links (Only Verified links should be pasted here)	
1. https://www.youtube.com/watch?v=rLA-vVLNvws 2. https://www.youtube.com/watch?v=QH8_u20rCzo 3. https://youtu.be/nDWd92biE_k 4. https://youtu.be/Ea-j0qbKkVE	



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Subject Name: - Digital Marketing		L-T-P[3-0-0]
Subject Code: BBBA0402		Applicable in Department: BBA
Pre-requisite of Subject: Fundamental knowledge of marketing concepts and Social Media Marketing techniques.		
Course Objective: To introduce students about digital and social media marketing techniques and decisions on digital platforms. Identify the benefits and advantages to a business of using social media to engage an audience, Build, manage, and sustain an active social media community		
Course Outcomes(CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level(KL)
CO1	Describe importance of digital marketing.	(K2)
CO2	Reorganize how marketers use Google SEO projects to influence purchasing and selling decisions on digital platforms using digital content and tools.	(K2)
CO3	Analyze the benefits of integrating traditional and digital marketing with Google SEO for sells and purchasing marketing strategies	(K3)
CO4	Evaluate the benefits of search advertising for a business that uses social media to target an audience.	(K4)
CO5	Implement an active social media community by using social media advertising.	(K3)
Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1	Digital Marketing Landscape:	Digital Consumer Behavior, The Digital Customer Journey, The Digital Opportunity, Digital and Your Organization, Business Growth and Digital Marketing Principles: Key Digital Marketing Concepts, Traditional and Digital Marketing, 3i Principles, Integrating Traditional and Digital Marketing, Tools for Digital Marketing.	Classroom discussion, videos, Case study/ PPT / Smartboard	8 hours	Application Based Assignment.	CO1
Unit 2	Content Marketing & Business Strategy	Content Marketing, Content Types, Social Media Platforms, Content Creation Tools, Influencer Marketing, eBook and Whitepapers . Social Media : Social Media Platforms, Key Concepts of Social Media, Types and Primary Uses of Social Media Platforms, Benefits of Social Media to Business, Role of Social Media, Social Media Platforms for Business: Social Media Marketing Concepts, Key Social Media Platforms, Setting up Social on Key Platforms. The value of building Social Media Community.	Classroom discussion, videos, Case study/ PPT / Smartboard	8 hours	Application-Based Assignment.	CO2

Unit 3	Social Media Strategy	Content Seeding, Social Media Formats, Content Promotion, Content Optimization, Influencer Marketing, Word of Mouth Marketing, Measurement and Tracking, Content Promotion Strategy, Audience Segmentation Facebook Marketing : Introduction to Facebook, The Value to Marketers, Page Management, Facebook Live, Messenger Facebook Ads and Marketing: Facebook Ads, Ads Manager, Strategy Process, Buying Channels and Ad Auctions	Classroom discussion, videos, Case study/ PPT / Smartboard	8 hours	Application-Based Assignment..	CO3
Unit 4	Instagram And Snapchat Applications	Social Apps: Introduction to Social Apps, Differentiating Social Apps. Video, stories, live, Instagram Posts, Snapchat Meanings, Snapchat Story, Basic Features Instagram Instagram Account Overview, Audience Development, Advertising Overview, 3V Advertising, Ads Manager, SnapAds, Instagram Analysis, Snapchat Analysis, Campaign Setup, Snapchat Geofilters	Classroom discussion, videos, Case study/ PPT / Smartboard	8 hours	Application-Based Assignment..	CO4

Unit 5	Twitter, LinkedIn And YouTube Applications	Twitter Concepts, Platform Features, Profile Promotion and management, Hashtags, Analysis and Reporting. Social Selling and Personal Branding, The Benefits of Personal Branding, LinkedIn Concepts, Features and Functions, LinkedIn Social Plugins, LinkedIn Analytics. YouTube and Social Video Marketing: Misconceptions and Benefits, Platform Features, Channel Setup, Channel Promotion, Channel Management, YouTube Native Formats.	Classroom discussion, videos, Case study/ PPT / Smartboard	8 hours	Application-Based Assignment..	CO5
Total				40		

Textbooks	
Sr No	Book Details
1.	Ryan Deiss & Russ Henneberry, “Digital Marketing for Dummies”, Publisher: John Wiley & Sons, Inc ,2021
2.	JayBaer , “Youtility”, Publisher : Gildan Media, LLC,2013
Reference Books	
Sr No	Book Details
1	Dave Chaffey and Fiona Ellis-Chadwick , “Digital Marketing: Strategy, Implementation and Practice" , Pearson Publication, 2021 (7th Edition)

2	Ira Kaufman, Chris Horton, and Rajan SaBBAndam, “Digital Marketing: Integrating Strategy and Tactics with Values”, 2nd Edition, 2022
3	Simon Kingsnorth, “Digital Marketing Strategy: An Integrated Approach to Online Marketing” , 2020



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Management of Technology, Innovation and Change		L-T-P [3-0-0]
Subject Code: BBBA0406		Applicable in Department: BBA
Pre-requisite of Subject: Basic understanding of management principles, strategic planning, and business environment analysis		
Course Objective: The course aims to equip students with a comprehensive understanding of innovation and technology as strategic tools for organizational growth. It focuses on managing innovation processes, evaluating technology strategies, fostering creative thinking, and understanding the role of R&D, public policy, and intellectual property in a dynamic global business environment.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level(KL)
CO1	Understand the fundamentals of innovation, its types, drivers, and its relationship with creativity, research, and technology development.	(K2)
CO2	Analyze frameworks and strategies for effective innovation management across public and private sector organizations	(K4)
CO3	Evaluate strategic and critical aspects of managing technology and innovation, including technology portfolio decisions in the Indian context.	(K5)
CO4	Examine open innovation practices, technology transfer processes, and adoption/adaptation in different operational environments.	(K4)
CO5	Assess the strategic role of R&D, public policy issues, IPR concerns, and global influences like WTO in shaping national technology strategies.	(K5)

Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1	Foundations of Innovation and Creativity	Introduction, Understanding innovation, Levels and types of innovation, Key drivers of innovation, Sources of innovation,	Classroom Discussion, Presentation	2 Hours	Case Analysis	CO1
	Foundations of Creativity	The relationship between innovation and research and technology development. Understanding creativity as a building block to innovation.	Classroom Discussion, Presentation	4 Hours	Case Analysis	
Unit 2	Innovation Management	Innovation Management, Framework for the management of innovation, Public sector services innovation, Diffusion of Innovation Creating Organizational innovative effectiveness	Classroom Discussion, Presentation	2 Hours	Practical / live assignment	CO2
	Organizational Effectiveness	Diffusion of Innovation Creating Organizational innovative effectiveness	Classroom Discussion, Presentation	4 Hours	Practical / live assignment	
Unit 3.	Strategic Management of Technology	Strategic aspects of technology, Critical factors in managing technology innovations,	Classroom Discussion, Presentation	2 Hours	Practical / live assignment	CO3
		Critical issues/factors in choice of technology and Processes; Indian context, Technology Portfolio	Classroom Discussion, Presentation	6 Hours	Practical / live assignment	
Unit 4	Open Innovation	Open Innovation, New technology transfer- Channels, Modes, levels and various concerns involved,	Classroom Discussion, Presentation	6 Hours	Practical / live assignment	CO4
	Technology Transfer	Absorption, Adaption and adoption of Technology, Technology considerations in Lean environment	Classroom Discussion, Presentation	2 Hours	Practical / live assignment	

Unit 5	R&D Strategy, Policy	Strategic Role of R&D, New R& D approaches, Strategic evaluation of technology investments Public policy issues; role, rationale and requisites of a National Technology Policy	Classroom Discussion, Presentation	6 Hours	Practical / live assignment/ Practical Workshop	CO5
	Intellectual Property	IPR and licensing issues; Role of WTO in new age technology	Classroom Discussion, Presentation	2 Hours	Practical / live assignment/ Practical Workshop	
Total				40 Hours		

Textbooks

Sr No	Book Details
1.	Paul Trott, Innovation Management and New Product Development
2.	Joe Tidd and John Bessant, Managing Innovation: Integrating Technological, Market and Organizational Change

Reference Books

Sr No	Book Details
1	V. K. Narayanan, Managing Technology and Innovation for Competitive Advantage
2	Dilek Cetindamar, Rob Phaah, David Probert, Technology Management: Activities and Tools

Links (Only Verified links should be pasted here)

<https://youtu.be/K1KxMA3uqiU>
https://youtu.be/kSqAlIpBR_4
<https://youtu.be/15DCeacHq5M>



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
GREATER NOIDA-201306
 (An Autonomous Institute)
School of Management

Subject Name: Spreadsheet Modelling		L-T-P [3-0-3]
Subject Code: BBBA0451		Applicable in Department: BBA
Pre-requisite of Subject: Basic computer literacy. Solid foundational understanding of Microsoft Excel: Ability to navigate the interface, enter and format data, create and use basic to intermediate formulas (e.g., SUM, AVERAGE, IF, basic arithmetic), understand relative and absolute cell referencing, and manage worksheets and workbooks—familiarity with fundamental business concepts and quantitative reasoning.		
Course Objective: Students will design and structure spreadsheet models that are clear, robust, flexible, and well-documented for various business applications. Build models for operational decisions, resource allocation, and fundamental optimisation problems.		
Course Outcomes (CO)		
Course outcome: After completion of this course, students will be able to:		Bloom's Knowledge Level (KL)
CO1	Design and build well-structured spreadsheet models that adhere to the principles of clarity, flexibility, and robustness.	KL3: Applying
CO2	Apply advanced logical, lookup, and financial formulas to create dynamic and interconnected model components.	KL3: Applying
CO3	Analyze datasets using PivotTables and other summary tools to derive key inputs and assumptions for models.	KL4: Analyzing
CO4	Create charts and visuals that are both appropriate and effective for communicating model results, assumptions, and sensitivities.	KL3: Applying /

						KL6: Creating
CO5	Utilise built-in spreadsheet tools to conduct sensitivity, scenario, and what-if analysis on business models.					KL4: Analyzing
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1	Introduction to Spreadsheet	Objectives & Spreadsheet history, Principles of good model design (clarity, flexibility, robustness), Getting Started with Excel, Data Entry, Data Editing, and Number, structuring data with Excel Tables, Named Ranges for clarity, Data Validation for inputs.	Lecture (L), Demo, Hands-on Lab (P)	2L + 4P = 6 hrs	Lab 1 & 2 (Model Design/Setup)	CO1
2	Spreadsheet Formulas	Logical (IF, AND, OR), Lookup (VLOOKUP, INDEX/MATCH, XLOOKUP), Financial (PV, NPV, PMT, IRR), Statistical (SUMIF, COUNTIF), Error Handling (IFERROR).	Lecture (L), Demo, Hands-on Lab (P)	4L + 8P = 12 hrs	Lab 3, 4 & 5 (Formulas); Assignment 1	CO2
3	Data Analysis Overview	Named Ranges in Excel, Data Validation in Excel, Data Sorting and Filtering in Excel, Using Conditional Formatting in Excel, Advanced Sorting & Filtering, Summarizing data with PivotTables, Grouping data, using Slicers for interactivity, creating Pivot Charts for quick analysis.	Lecture (L), Demo, Hands-on Lab (P)	2L + 4P = 6 hrs	Lab 6 (PivotTables); Assignment 2	CO3

4	Spreadsheet Charts	Creating Charts, Different types of charts, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table, Choosing the right chart type, creating Combo charts (Column + Line), dynamic charts, Conditional Formatting for visual cues, and using Sparklines for trends.	Lecture (L), Demo, Hands-on Lab (P)	2L + 4P = 6 hrs	Lab 7 (Charting)	CO4
5	Spreadsheet Tools	What-If Analysis: Goal Seek, Scenario Manager, Data Tables (one and two-variable). Introduction to Solver for optimisation. Worksheet & Model Protection.	Lecture (L), Demo, Hands-on Lab (P), Case Study	3L + 7P = 10 hrs	Lab 8 & 9 (What-If); Assignment 3; Final Project	CO5
Total				40		

Textbooks

Sr No	Book Details
1.	SPREADSHEET MODELING AND DECISION ANALYSIS: A PRACTICAL INTRODUCTION TO BUSINESS ANALYTICS by Cliff Ragsdale
2.	Mastering Advanced Excel– by Ritu Arora

Reference Books

Sr No	Book Details
1	Mastering the Data Paradox– by Nitin Seth

2	Data Analysis with Excel –by Manisha Nigam
Links (Only verified links should be pasted here)	
6) https://www.youtube.com/watch?v=g_4mJ65uaGE&list=PLLy_2iUCG87CUBbhq5BEAiC--fF6lEOe1 7) https://www.youtube.com/watch?v=W0x3jrZQZpM&list=PL7DQfrnqhRASKxsd75vyePem1bqIq9eO	



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA-201306
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School of Management

Subject Name: Capstone Project-I		L-T-P [2-0-2]
Subject Code: BBBA0458		Applicable in Department: BBA
Pre-requisite of Subject: Fundamentals of Management & Business Studies, Research Methodology, Business Ethics & Critical Thinking & Analytical Skills		
Course Objective: This course aims to develop students' ability to analyse and address contemporary social and managerial challenges through applied research. By integrating interdisciplinary insights, students will enhance their analytical thinking, problem-solving skills, and ethical decision-making. The capstone will also foster critical writing, professional presentation, and strategic communication to prepare students for leadership roles in business and society.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level (KL)
CO1	Demonstrate a broad understanding of ethical, social, and business challenges.	(K2)
CO2	Utilize research methods and analytical frameworks to assess practical problems.	(K3)
CO3	Critically evaluate social, managerial, and ethical dilemmas using interdisciplinary perspectives.	(K4)

CO4	To develop the communication skills & professional writing	(K6)
CO5	To develop critical thinking & analytical skills	(K5)

Guidelines

1.	Students will be grouped & the group will work collectively on a particular problem and will present their output through a power point presentation and viva voice including question answer round. The duration of the presentation and viva-voce will be 10-15 minutes per group.
2.	The group will submit the soft copy as well as hard copy of the report to the College/Institute which will form part of the examination
3.	The report should be based on either primary data or secondary data or both. It should reflect in-depth study of a micro problem, ordinarily chosen by them or assigned by the mentor.
4.	Relevant tables and references should support the data. Students will follow the APA citation style. The student should strictly follow the prescribed format for the project.
5.	The report should be in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper
6.	The Project Report will carry 100 marks that will be divided in two parts i.e. 50 marks for internal project report presentation and 50 marks for external project presentation and viva-voce. It will be evaluated by two examiners (one external and one internal).

Capstone Project Evaluation Criteria:

Capstone Project Evaluation (INTERNAL)

Understanding the topic, objective and aim of the study (Content) (10)	Framing review of literature and Problem Statement (10)	Research Methodology (10)	Data Analysis and Interpretation (originality) (10)	Findings and Possible solutions (handling questions) (10)	Total (50)
Capstone Project Evaluation (EXTERNAL)					
Understanding the topic, objective and aim of the study (Content) (10)	Framing review of literature and Problem Statement (10)	Research Methodology (10)	Data Analysis and Interpretation (originality) (10)	Findings and Possible solutions (handling questions) (10)	Total (50)

Table of Content of Report:

- 1. Cover Page
- 2. Abstract
- 3. Introduction of Topic
- 4. Literature Review
- 5. Problem Identification
- 6. Research Methodology
- 7. Data Interpretation
- 8. Findings
- 9. Possible Solutions/Suggestions
- 10. Conclusion
- 11. References