

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR

(An Autonomous Institute)



Affiliated to

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



Evaluation Scheme & Syllabus

For

Bachelor of Business Administration

Third Year

(Effective from the Session: 2026-27)

NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA**(An Autonomous Institute)****Bachelor of Business****Administration Evaluation Scheme****SEMESTER V**

S. No	Subject Code	Subject Name	Types of Subjects	Periods			Evaluation Scheme				End Semester		Total	Credit
				L	T	P	CT	TA	PS	Total	TE	PE		
1	BBBA0501	AI Enabling Business	Mandatory	3	0	0	20	20	0	40	60	0	100	3
2	BBBA0502	Project Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
3	BBBA0511	Consumer Behavior	Mandatory	3	0	0	20	20	0	40	60	0	100	3
4	BBBA0512	Fintech & Insuretech	Mandatory	3	0	0	20	20	0	40	60	0	100	3
5	BBBA0513	Retail & E-commerce	Mandatory	3	0	0	20	20	0	40	60	0	100	3
6	BBBA0514	Security Analysis & Portfolio Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
7	BBBA0559	Summer Training	Mandatory	0	0	6	0	0	50	50	0	100	150	3
Total													750	21

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,

NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA**(An Autonomous Institute)****Bachelor of Business****Administration Evaluation Scheme****SEMESTER VI**

S. No	Subject Code	Subject Name	Types of Subjects	Periods			Evaluation Scheme				End Semester		Total	Credit
				L	T	P	CT	TA	PS	Total	TE	PE		
1	BBBA0601	CSR, Corporate Governance & Business Ethics	Mandatory	3	0	0	20	20	0	40	60	0	100	3
2	BBBA0602	Strategic Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
3	BBBA0611	Leadership & Talent Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
4	BBBA0612	Marketing of Services	Mandatory	3	0	0	20	20	0	40	60	0	100	3
5	BBBA0613	Performance & Compensation Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
6	BBBA0614	Strategic Brand Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
7	BBBA0659	Dissertation	Mandatory	0	0	6	0	0	50	50	0	100	150	3
Total													750	21

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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SEMESTER V

Course Code: BBBA0501		Course Name: AI Enabling Business				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Students should have a basic understanding of business and management concepts, familiarity with computers and digital technologies, basic knowledge of data handling and internet applications, analytical and problem-solving skills, and an interest in AI and emerging business technologies.									
Course Objectives: The course aims to provide students with an understanding of Artificial Intelligence technologies and their applications in modern business environments. It focuses on developing knowledge of AI-driven decision-making, digital transformation, and business innovation across functional areas such as marketing, finance, HR, and operations, while emphasizing ethical, responsible, and strategic use of AI in organizations.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand the basic concepts, history, evolution, and emerging technologies of Artificial Intelligence.					K2			
CO2	Explain the applications of AI in different business areas such as finance, marketing, CRM, and HRM.					K2			
CO3	Analyze how AI supports business strategy, innovation, competitive advantage, and customer experience.					K4			
CO4	Evaluate ethical, legal, governance, privacy, and responsible AI issues in business decision-making.					K5			
CO5	Apply AI tools for research, documentation, and presentations.					K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
COs -PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	2	1	2	1	1		
CO2		3	3	1	2	2	1		
CO3		2	3	1	2	1	2		
CO4		2	3	2	3	1	2		
CO5		2	2	3	2	1	1		
Course Contents / Syllabus									
Module 1		Introduction to Artificial Intelligence and Emerging AI Technologies						08 hours	
History and Evolution of AI, AI-driven Business Transformation, AI Ecosystem and Business Applications, Machine Learning Concepts and Applications, Deep Learning, Natural Language Processing (NLP), Computer Vision, Robotics and Automation, Generative AI and Business Innovation, AI Tools and Platforms, Industry Case Studies on AI Adoption									
Module 2		AI Application in Business						08 hours	
AI in Finance: Algorithmic Trading, Credit Scoring, Fraud Detection; AI in Marketing and CRM: Personalization, Recommendation Systems, Customer Segmentation, Predictive Customer Analytics, Chatbots and Virtual Assistants; AI in HRM: Recruitment and Selection, Employee Performance Analytics, Workforce Planning and Talent Management.									
Module 2		AI in Strategy & Innovation						08 hours	
Ai Transforming Business- Competitive advantage, innovation and strategy, AI based market trend analysis, hyper personalization for enhanced customer experience, Case Studies of Successful AI Integration									
Module 4		Ethics, Governance and Responsible AI						08 hours	
Ethical Issues in AI, Bias and Fairness in AI Systems, Transparency and Explainability, Responsible AI Practices, AI Governance Frameworks, Privacy and Data Protection, Legal and Regulatory Aspects of AI, Societal Impact of AI, Risk Management in AI/ML Deployment, Sustainable and Inclusive AI Practices.									
Module 5		AI Tools Kit* (Tools may vary as per industry requirements)						08 hours	
Introduction to Google AI Studio, Notebook LM, OpenAI and Perplexity. AI supported Research: Research Rabbit. Use of AI in Documentation & Presentations- Gamma and Grok.									

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Total Lecture Hours							40 hours	
Textbook:								
S.No	Artificial Intelligence: A Modern Approach					Stuart Russell & Peter Norvig		
Reference Books:								
S.No	Artificial Intelligence in Business: From Research and Innovation to Market Deployment					Raj V. Mahto & Raj V. Kozhevnikov		
NPTEL/ Youtube/ Faculty Video Link:								
1	https://onlinecourses.nptel.ac.in/e-learning/preview/noc20_me88 NPTEL Introductory AI concepts, ML, reasoning, and AI applications							
2	https://youtu.be/UkbVu3fjfpI?si=0M--VRlLaLb8z9kvv AI for Business: Course Introduction By Omar Mehar							
3	https://youtu.be/QPG5SyNaWBo?si=84b-3KtfqHGzsLFp AI in Business by Gresham College							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: BBBA0502		Course Name: PROJECT MANAGEMENT				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Fundamentals of Management, Principles of Planning and Organizational Behaviour									
Course Objectives: Project Management is a core course designed to introduce students to the fundamental aspects of planning, executing, monitoring, and closing projects across diverse industries. The course emphasizes the use of project management tools, particularly Microsoft Project, to manage timelines and resources efficiently. Through exploring risk management, stakeholder communication, and Agile methodologies, students will develop the critical thinking and practical skills necessary for successful project management.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Explain the concepts, characteristics, and life cycle of project management.					K2			
CO2	Apply project planning and scheduling techniques for effective project execution.					K3			
CO3	Analyze project costs, budgeting, and risk management practices.					K4			
CO4	Evaluate project performance using monitoring and control tools.					K5			
CO5	Develop project management strategies using modern tools and contemporary approaches.					K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	2	1	1	1	1		
CO2		3	3	2	2	1	1		
CO3		3	2	2	3	3	2		
CO4		2	3	3	3	2	2		
CO5		2	2	3	3	3	2		
Course Contents / Syllabus									
Module 1		Introduction to Project Management					08 hours		
Meaning and nature of projects, project characteristics, project life cycle, project environment, project stakeholders, project management process, role and responsibilities of project manager, project selection methods, project feasibility analysis, project identification and formulation.									
Module 2		Project Planning and Scheduling					08 hours		
Project planning process, work breakdown structure (WBS), project scheduling, Gantt charts, network analysis, Critical Path Method (CPM), Program Evaluation and Review Technique (PERT), resource allocation and resource leveling, project documentation.									
Module 3		Project Costing, Budgeting and Risk Management					08 hours		
Project cost estimation, budgeting techniques, project financing, cost control methods, project appraisal methods, risk identification, risk assessment, risk mitigation strategies, project quality management.									
Module 4		Project Execution, Monitoring and Control					08 hours		
Project execution process, team management, leadership in projects, project communication, project monitoring and control, earned value analysis, project performance measurement, project reporting, project audit, project closure and termination.									
Module 5		Contemporary Issues in Project Management					08 hours		
Agile project management, Scrum framework, project management software tools, sustainability in project management, ethical issues in projects, digital transformation and innovation in projects, global project management challenges, case studies of successful and failed projects.									
Total Lecture Hours							40 hours		
Textbook:									
S.No	Book Title				Author				
1.	Project Management: A Systems Approach to Planning, Scheduling, and Controlling				Harold Kerzner				

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2.	Project Management for Business and Technology	John M. Nicholas & Herman Steyn
3.	Project Management: A Managerial Approach	Jack R. Meredith and Samuel J. Mantel Jr., Wiley.
4.	Fundamentals of Project Management	Joseph Heagney

Reference Books

S.No	Book Title	Author
1	Project Management: The Managerial Process	Clifford F. Gray & Erik W. Larson
2	Effective Project Management	Robert K. Wysocki
3	Operations and Project Management	Kanishka Bedi
4	Modern Project Management	Narendra Singh

NPTEL/ Youtube/ Faculty Video Link:

1.	Introduction to Project Management : https://www.youtube.com/watch?v=ZKOL-rZ79gs
2	Project Life Cycle and Planning: https://www.youtube.com/watch?v=9LSX4SwFK3Q
3	Work Breakdown Structure (WBS): https://www.youtube.com/watch?v=V0lD2nGcQ9Q
4	CPM and PERT Techniques: https://www.youtube.com/watch?v=8QxQr4ftbD0
5	Agile and Scrum Fundamentals: https://www.youtube.com/watch?v=9TycLR0TqFA
6	Earned Value Management: https://www.youtube.com/watch?v=4hM4O4nq6xM
7	NPTEL Project Management Course: https://nptel.ac.in/courses/110104073
8	Coursera – Project Management Principles and Practices
9	NPTEL – Project Management for Managers

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: BBBA0511		Course Name: Consumer Behaviour				L	T	P	C
To provide understanding of consumer decision making process, consumer motivation, perception, learning, attitude formation, group influences, and emerging trends in digital consumer behaviour.						3	0	0	3
Pre-requisite: Basic knowledge of Marketing Management, Consumer Psychology, and Fundamentals of Management.									
Course Objectives: A comprehensive study of consumer behavioral concepts and models designed to help understand, evaluate, and predict consumer behavior. The course also deepens a student’s knowledge to understand the complexities of consumer decision-making and accordingly translate them into effective marketing strategies in the Indian Context.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Explain the fundamentals and importance of consumer behaviour in marketing.					K2			
CO2	Analyze psychological and personal factors affecting consumer buying behaviour					K4			
CO3	Evaluate social, cultural, and group influences on consumer decisions.					K5			
CO4	Examine the stages of consumer decision-making and post-purchase behaviour					K5			
CO5	Apply consumer behaviour concepts in digital marketing and contemporary business scenarios.					K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		1	1	2	2	2	2		
CO2		1	2	3	2	2	2		
CO3		2	2	3	2	2	2		
CO4		2	2	3	3	1	3		
CO5		2	2	3	3	1	1		
Course Contents / Syllabus									
Module 1		Introduction to Consumer Behaviour						8 hours	
Introduction to Consumer Behavior- Meaning, nature, and scope of consumer behaviour, Consumer roles and types of consumers, Consumer Behavior and the Marketing Concepts; Value and the Consumer Behavior Framework; Online Consumer Behavior. Organizational Buying Behavior; Consumerism.									
Module 2		Social and Cultural Influences on Consumers						8 hours	
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. Influence of social media and digital communities									
Module 3		Psychological Factors affecting Consumers						8 hours	
Consumer Perception; Consumer Learning, Memory and Involvement; Dynamics of Consumer Motivation; Consumer Personality; Consumer Attitudes and Attitude Change.									
Module 4		Consumer Decision-Making Process						8 hours	
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. Customer satisfaction and consumer loyalty									
Module 5		Consumer Research & Emerging Trends						8 hours	
Consumer research: Meaning and importance, Methods of consumer research. Green consumerism and sustainable consumption Digital consumer behaviour and e-commerce, Artificial Intelligence and consumer behavior, Future trends in consumer markets.									
Total Lecture Hours								40 hours	
Textbook:									

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S.No	Book Title	Author
1.	Consumer Behavior.	Schiffman, L. G.; Kanuk L. L. and Kumar, S. R. Pearson Education Inc.
2.	Consumer Behavior; Concepts and Applications.	Loudon, D. L. and Bitta, J. Albert Della. Tata McGraw Hill Publishing Company Limited
3.	Consumer Behavior (CB): A South Asian Perspective.	Babin, B.J.; Harris, E.G. and Mohan, Ashutosh. Cengage Learning India Pvt. Limited

Reference Books:

S.No	Book Title	Author
1	Consumer Behaviour	Suja R. Nair

NPTEL/ Youtube/ Faculty Video Link:

1	https://nptel.ac.in/courses/11010514
2	https://www.youtube.com/results?search_query=consumer+behaviour+lectures

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: BBBA0512			Course Name: FinTech & InsurTech				L	T	P	C
Course Offered in: BBA							3	0	0	3
Pre-requisite: Basic understanding of Financial Systems, Banking, Insurance, and Digital Technologies.										
Course Objectives: The objective of this course is to provide students with comprehensive knowledge of emerging financial technologies including FinTech, InsurTech, Bank Tech, and Reg Tech. The course aims to familiarize students with digital financial ecosystems, AI-driven financial services, risk analytics, regulatory technologies, digital lending, smart regulation, and innovations transforming banking and insurance industries globally.										
Course Outcome: After completion of the course, the student will be able to								Bloom’s Knowledge Level (KL)		
CO1	Understand the basic concepts, evolution, ecosystem, and trends of FinTech.						K2			
CO2	Explain the role of InsurTech in insurance innovation, claims, underwriting, and fraud detection.						K2			
CO3	Apply BankTech and digital lending concepts in loan processing, credit rating, and digital banking.						K3			
CO4	Analyze RegTech applications in compliance, smart regulation, fraud detection, and regulatory sandboxes.						K4			
CO5	Evaluate emerging financial technologies, ethical issues, cybersecurity, open banking, and sustainable FinTech.						K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)										
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6			
CO1		3	2	1	3	1	2			
CO2		3	2	2	2	1	2			
CO3		3	3	2	2	2	3			
CO4		2	3	3	3	2	3			
CO5		2	3	3	3	2	3			
Course Contents / Syllabus										
Module 1		Introduction to FinTech						8 hours		
Concept of FinTech, Evolution of FinTech, Traditional vs Digital Finance, Overview of FinTech Ecosystem, FinTech and Society, Digital Payments, Blockchain Basics, Cryptocurrency, Financial Inclusion through FinTech, Emerging Trends in FinTech										
Module 2		InsurTech and Insurance Innovation						8 hours		
Mechanism of InsurTech, Insurance Aggregators, Overview of AI & IoT in InsurTech. Risks in InsurTech - Fraud Detection, Processing Claims and Underwriting.										
Module 3		BankTech and Digital Lending						8 hours		
Regulatory Framework for Product Pricing, Loan Origination and Servicing, Social Media-Based Profiling, Comparison Tools and Aggregators, Dynamic Credit Rating. Robo/Bot for Faster Approvals & Funding, Hybrid Lending Products, Digital Banking Ecosystem										
Module 4		RegTech and Compliance Technologies						8 hours		
Evolution of RegTech, RegTech Ecosystem: Financial Institutions, RegTech Ecosystem: Startups, RegTech Startups: Challenges, RegTech Ecosystem: Regulators, Use Case of AI in Smart Regulation and Fraud Detection, Regulatory Sandboxes										
Module 5		Smart Regulation and Emerging Financial Technologies						8 hours		
AI-Based Compliance Monitoring, AML and KYC Technologies, Cybersecurity in Financial Services, Ethical Issues in FinTech, Future of Financial Technologies, Open Banking, Embedded Finance, Sustainable FinTech, Global FinTech Trends and Challenges										
								Total Lecture Hours		40 hours
Textbook:										
1.	FinTech: The New DNA of Financial Services				Pranay Gupta					
2.	Risk Management and Financial Institutions				John C. Hull					
NPTEL/ Youtube/ Faculty Video Link:										

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1.	https://youtu.be/EoNirfYYd8M?si=8-8Jnik4q-TUyXDY
2.	https://youtu.be/skblueN6P4E?si=y3qUFwh1m2HoDDoL
3.	https://youtu.be/GDQF4ea6FBs?si=y_itcmdPCz8KjdHZ

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance		
			5	5	5	5		
20			20				60	100

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Course Code: BBBA0513			Course Name: Retail & E Commerce				L	T	P	C
Course Offered in: BBA							3	0	0	3
Pre-requisite: Basic knowledge of Marketing Management.										
Course Objectives: The objective of the course is to make students understand the unique nature and scope of marketing in the retail environment. The course will enable students to get familiarize with retailing concepts, issues and challenges. The course aims at enhancing student’s capability to identify and analyse retail business environment and its opportunities and challenges, in order to envision and strategies for the respective business.										
Course Outcome: After completion of the course, the student will be able to							Bloom’s Knowledge Level (KL)			
CO1	Understand the basic concepts, evolution, formats, and importance of retailing.						K2			
CO2	Explain e-commerce models, revenue systems, digital payments, and legal framework.						K2			
CO3	Apply retail operations, merchandising, pricing, and store layout strategies.						K3			
CO4	Analyze the role of digital marketing, social media, SEO, SEM, and CRM in retail.						K4			
CO5	Evaluate emerging trends such as omnichannel retailing, m-commerce, AR/VR, and sustainable retailing.						K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)										
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6			
CO1		3	1	1	2	1	1			
CO2		3	2	1	2	1	2			
CO3		3	2	2	2	2	2			
CO4		2	3	1	3	2	3			
CO5		2	3	2	3	2	3			
Course Contents / Syllabus										
Module 1		Introduction to Retailing							6 hours	
Concept, Definition and Importance of Retailing, Evolution and Growth of Retail Industry in India, Types and Formats of Retailing: Organized vs. Unorganized Retail, Retail Life Cycle; Wheel of Retailing Theory, Role of Retail in Economic Development.										
Module 2		E-Commerce: Foundations and Business Models							10 hours	
Definition, Scope and Evolution of E-Commerce, Types of E-Commerce: B2B, B2C, C2C, E-Commerce Business Models: Marketplace, Inventory, Subscription, Revenue Models in E-Commerce: Commission, Advertising, Digital Payment Systems: UPI, Wallets, Net Banking. Legal Framework for E-Commerce in India.										
Module 3		Retail Operations & Merchandising							8 hours	
Retail Store Design and Layout Planning, Merchandise Planning. Retail Pricing Strategies: EDLP, Hi-Lo, Psychological Pricing. Visual Merchandising and In-Store Promotions.										
Module 4		Digital Marketing & Quick Commerce							8 hours	
Use of social media in retail, Role of SEO & SEM in retail. Affiliate Marketing and Influencer Marketing. Customer Relationship Management (CRM) in Retail and E-Commerce.										
Module 5		Emerging Trends in Retailing & E-Commerce							8 hours	
Omnichannel Retailing: Integration of Online and Offline Channels, Mobile Commerce (M-Commerce) and App-Based Retail, Augmented Reality (AR) and Virtual Reality (VR) in Shopping Experience, Green Retailing and Sustainable E-Commerce Practices.										
							Total Lecture Hours		40 hours	
Textbook:										
S.No	Book Title			Author						

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1	Retailing Management	Michael Levy, Barton A. Weitz & Dhruv Grewal; McGraw-Hill Education; 9th Edition
2	E-Commerce: Business, Technology, Society	Kenneth C. Laudon & Carol Guercio Traver; Pearson Education; 16th Edition

Reference Books:

S.No	Book Title	Author
1	Retail Management	Swapna Pradhan; McGraw-Hill Education; 4th Edition
2	E-Commerce and Internet Marketing	K.K. Bajaj & Debjani Nag; Tata McGraw-Hill; 3rd Edition

NPTEL/ Youtube/ Faculty Video Link:

1	NPTEL - Retail Management: https://nptel.ac.in/courses/110/105/110105021/
2	NPTEL - E-Business: https://nptel.ac.in/courses/110/101/110101145/
3	YouTube - Retailing Concepts (IIM Lectures): https://www.youtube.com/c/nptel

Mode of Evaluation

			CIE				ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: BBBA0514		Course Name: Security Analysis & Portfolio Management					L	T	P	C
Course Offered in: BBA							3	0	0	3
Pre-requisite: Basic knowledge of Accounting, Fundamentals of Business Mathematics, Basic Statistics (Mean, Percentage, Simple Standard Deviation), Introductory Economics										
Course Objectives: The course aims to introduce students to the basic concepts of investment and financial markets. It helps students understand the measurement of risk and return, along with the fundamentals of securities valuation. The course also explains the importance of portfolio diversification and basic portfolio theory. Overall, it develops analytical skills among students for making effective investment decisions.										
Course Outcome: After completion of the course, the student will be able to							Bloom’s Knowledge Level (KL)			
CO1	Understand the basic concepts of investment and financial markets.						K2			
CO2	Explain risk, return, and their relationship in investment decisions.						K2			
CO3	Apply basic valuation methods for bonds and equity securities.						K3			
CO4	Analyze portfolio risk, return, and diversification concepts.						K4			
CO5	Evaluate portfolio performance and investment strategies using basic measures.						K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)										
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO 6			
CO1		3	2	1	2	1	1			
CO2		3	3	1	2	1	2			
CO3		3	3	1	2	1	2			
CO4		2	3	2	2	2	3			
CO5		2	3	3	3	2	3			
Course Contents / Syllabus										
Module 1		Introduction to Investment & Financial Markets							8 hours	
Meaning and objectives of investment, Types of securities (Equity, Bonds, Mutual Funds), Financial markets – Primary and Secondary, Stock exchanges in India, Market indices, Role of SEBI										
Module 2		Risk and Return							8 hours	
Concept of risk and return, Types of risk: Systematic & unsystematic risk, Measurement of return, Expected return, Risk-return relationship										
Module 3		Valuation of Securities							10 hours	
Time value of money: perpetuity & annuity, Bond valuation, Yield concepts, Equity valuation (Basic Dividend Model), Intrinsic value concept										
Module 4		Portfolio Concepts & Diversification							6 hours	
Meaning of portfolio, Benefits of diversification, Portfolio risk and return (Basic idea), Introduction to Markowitz theory and Efficient frontier										
Module 5		Portfolio Performance & Investment Strategies							8 hours	
Portfolio evaluation, Sharpe Ratio, Treynor Ratio, Jensen’s Alpha, Active vs Passive strategy, Basics of Mutual funds, Ethical investment practices										
								Total Lecture Hours		40 hours
Textbook:										
S.No	Book Title				Author					
1.	Investment Analysis and Portfolio Management 7th Edition				Prasanna Chandra					
2.	Security Analysis & Portfolio Management Text and cases				Dr. Vanita Tripathi					
Reference Books:										
S.No	Book Title				Author					

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1.	Security Analysis Portfolio Management	Punithavathy Pandian
2.	Security Analysis Portfolio Management, 7edition	E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini

NPTEL/ Youtube/ Faculty Video Link:

1.	https://youtu.be/oPe5Y3Mrsaw?si=gL-S4_WYS3hPznsN
2.	https://youtu.be/Tf7kiD1PD1Y?si=jtrPGHwXQF3FvOyX

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance		
			5	5	5	5		
20			20				60	100

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Course Code: BBBA0559		Course Name: Summer Training				L	T	P	C
Course Offered in: BBA						0	0	6	3
Pre-requisite: Students should have basic industry knowledge, completed core coursework, good communication skills, and a professional attitude with clear goals for the internship.									
Course Objectives: The summer internship aims to provide students with an integrative learning experience that combines professional work in a real-world organization with rigorous academic research. Through an action research project, students will develop and apply theoretical knowledge to practical challenges, enhancing their problem-solving, critical thinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Application of theoretical knowledge to real-world scenarios.					K3			
CO2	Development of professional skills and networking opportunities.					K4			
CO3	Understand workplace culture and dynamics.					K2			
CO4	Hands-on experience in a chosen field.					K4, K5			
CO5	Understand and solve business problems in business organizations					K2			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	3	1	2	2	2		
CO2		2	3	2	3	1	2		
CO3		2	3	1	3	2	2		
CO4		2	3	1	3	2	2		
CO5		3	3	2	3	3	3		
Course Contents / Syllabus									
Total Lecture Hours								48 hours	
1)	At the end of second semester examination, it is mandatory for every student of BBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be for 6 to 8 weeks. The college/institute will facilitate this compulsory training for students. Orientation Session: The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting.								
2)	Identify an internship: Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with knowledge of the actual functioning of the organization and problems faced by them by exploring feasible suggestions.								
3)	Start of Internship: The internship lasts six-eight weeks. During training, the organization (where the student is undergoing training) will assign a problem/project to the student. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regular check-ins and progress reviews will be conducted to support intern development and address any challenges, ensuring a productive and enriching internship experience								
4)	The student, after the completion of training will submit a report to the College/Institute which will form part of third semester examination. Submission of Report: Front Page: Student Name, Course, Internship Company, Duration, Mentor Internship Agreement Form Internship Certificate Introduction & background of the Company Roles & responsibilities as an Intern Weekly work allotment & completion report Challenges & Solutions Learning from the internship Conclusion								

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5)	The report (based on training and the problem/project studied) prepared by the student will be known as Summer Internship Project. The average size of report ordinarily will be of minimum 80-100 pages in standard font size (12) and double spacing. Two neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
6)	The report will have two certificates. One by the Head of the Department and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.
7)	Internship Evaluation: The Viva Voce for internship evaluation is an oral exam where interns present their experiences, learning, and contributions. It involves summarising their role, key projects, and applied skills. Interns discuss the knowledge gained, application of academic theories, and challenges faced, including how they were addressed. They reflect on their professional development and how the internship influenced their career goals. Feedback from supervisors and industry insights are also shared. Examiners ask questions to delve deeper into the intern's understanding and experiences. This evaluation assesses the intern's ability to articulate their growth and readiness for professional work. The review of the work done by students will be carried out after two weeks of report submission. The internal examiner will evaluate the student's submission. The Summer Internship Project Report will carry 150 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva. The Project Report evaluation will comprise of 50 marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be considered for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to the third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.

Mode of Evaluation

PS	PE	Total
50	100	150

Summer Training Report Evaluation Criteria:

Summer Training Report Evaluation (INTERNAL)					
Problem Statement (10)	Company Profile & Methodology used (10)	Data Analysis and Interpretation (10)	Presentation Weightage (10)	Documentation and Report Submission (10)	Total (50)
Summer Training Report Evaluation (EXTERNAL)					
Problem Statement (20)	Company Profile & Methodology used (20)	Data Analysis and Interpretation (20)	Presentation Weightage (20)	Documentation and Report Submission (20)	Total (100)

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SEMESTER VI

Course Code: BBBA0601				Course Name: CSR, Corporate Governance & Business Ethics			L	T	P	C
Course Offered in: Bachelor of Business Administration (BBA)							3	0	0	3
Pre-requisite: A fundamental concept in business practices, the business environment, and corporate social responsibility (CSR).										
Course Objectives: To develop students’ understanding of business values, ethics, and CSR, which will lead to ethical managerial behaviour in both personal and professional business environments.										
Course Outcome: After completion of the course, the student will be able to							Bloom’s Knowledge Level (KL)			
CO1	Understand the meaning, types, and importance of values and business ethics.						K2			
CO2	Apply ethical theories to handle ethical dilemmas in business.						K3			
CO3	Analyze corporate governance concepts, principles, and theories.						K4			
CO4	Evaluate CSR activities and their importance for society.						K5			
CO5	Create a basic CSR policy for modern business ethical issues.						K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)										
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6			
CO1		2	1	3	2	1	1			
CO2		2	3	3	1	2	1			
CO3		2	2	3	3	1	1			
CO4		2	2	2	3	2	2			
CO5		2	3	3	2	2	2			
Course Contents / Syllabus										
Module 1		Business Ethics and Value: An Overview							8 Hours	
Meaning and importance of values, Types of values: Personal, social, professional, and organizational values, Meaning, nature, and scope of business ethics, Moral values and ethical behaviour, Relationship between ethics and law, Ethics in modern business environment.										
Module 2		Business Ethics Theories and Ethical Decision Making							8 Hours	
Ethical theories: Utilitarianism, Rights Theory, and Justice Theory, Ethical dilemmas in business organizations, Ethical decision-making process, Ethics in marketing, finance, HR, and operations, Workplace ethics and code of conduct, Whistleblowing, and ethical practices.										
Module 3		Indian Ethical Practices and Corporate Governance							8 Hours	
Corporate Governance: Meaning, significance, and principles; Management and corporate governance; Theories of Corporate Governance: Agency Theory, Stewardship theory, Stakeholders’ Theory; One Tier and Two-Tier Boards										
Module 4		Corporate Social Responsibility (CSR)							8 Hours	
Concept, Scope, and Importance of CSR in Contemporary Society, Evolution of CSR in India, Stakeholder theory and CSR approaches, Triple Bottom Line approach, CSR activities in education, healthcare, environment, and community development, Role of NGOs and government in CSR.										
Module 5		Contemporary Business Ethical Issues and CSR Policy							8 Hours	
ESG (Environmental, Social, and Governance) concepts, Environmental ethics and green business, Ethical issues in technology, Gender ethics and workplace diversity, Emerging trends in ethics and CSR, Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR, Case studies related to CSR.										
Total Lecture Hours								40 hours		
Textbook:										
Sr. No	Book Title			Author						
Reference Books: 1. Business Ethics: Concepts and Cases: Manuel G. Velasquez										

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Sr. No	Book Title	Author						
Text Book: 1. Business Ethics and Corporate Governance: A.C. Fernando 2. Business Ethics: Crane & Matten								
NPTEL/ YouTube/ Faculty Video Link:								
1.	nptel.ac.in/courses/110105081							
2.	nptel.ac.in/courses/110105079							
3.	Bing Videos							
4.	Born for pilots, made for pioneers: for those who chase the horizon and refuse to stand still.							
5.	Fast Now. Fayda Now. Amazon Now Lowest Cart							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	10

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Course Code: BBBA0602			Course Name: Strategic Management				L	T	P	C
Course Offered in: BBA							3	0	0	3
Pre-requisite: Understanding of business environment and management principles.										
Course Objectives: To analyse competitive situations and evaluate challenges faced by managers in formulating, implementing, and evaluating strategies based on the nature of business, industry, and cultural differences.										
Course Outcome: After completion of the course, the student will be able to							Bloom’s Knowledge Level (KL)			
CO1	Explain the concept, process, and strategic intent of strategic management and its link with corporate governance & ethics.						K2			
CO2	Apply environmental and internal analysis tools (PESTLE, Five Forces, SWOT, BCG, Value Chain) to diagnose a firm’s strategic position.						K3			
CO3	Formulate business, corporate, and international strategies (growth, stability, renewal, diversification, alliances) for real-world situations.						K6			
CO4	Develop implementation plans involving structure, behavior, functional integration, and strategic control (including Balanced Scorecard).						K6			
CO5	Create a comprehensive strategic analysis for a company and recommend actionable strategies, integrating innovation and sustainability.						K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)										
CO-PO Mapping			PO1	PO2	PO3	PO4	PO5	PO6		
CO1			3	2	3	1	1	1		
CO2			2	3	1	2	1	2		
CO3			2	3	2	3	2	3		
CO4			3	2	3	2	3	2		
CO5			2	3	2	3	3	3		
Course Contents / Syllabus										
Module 1		Introduction to Strategy							8 hours	
Concept, relevance, and benefits; Strategic Management Process; Levels of strategy; Approaches to strategic decision making; Strategic Intent (Vision, Mission, Goals, Objectives); Strategy & Corporate Governance; Social Responsibility and Ethics.										
Module 2		Environmental Scanning							7 hours	
Environmental appraisal: External environment -PESTLE, Industry analysis -Porter’s Five Forces, Internal environment (Value Chain, Experience Curve, Resource-Based View); SWOT analysis.										
Module 3		Strategy Formulation							10 hours	
Corporate strategy: Growth, Integration, Diversification. Business strategy - Generic strategies- Cost, Differentiation, Focus. Stability, Strategy Renewal, Retrenchment, Turnaround. Strategic alliances. Merger and Acquisition, BCG Matrix; GE-Cell Matrix.										
Module 4		Strategy Implementation & Control							6 hours	
Strategic leadership & Implementation. McKinsey 7S Framework. Techniques of strategic evaluation & control										
Module 5		Integration & Contemporary Issues							8 hours	
Strategy in emerging markets; Digital transformation; Sustainability as strategy. Blue Ocean VS Red Ocean Strategy, Balanced Scorecard, operational control.										
								Total Lecture Hours		40 hours
Textbook:										
S.No	Book Title					Author				
1.	Strategic Management					Azhar Kazmi				
2.	Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Ed.					Thomas L Wheelen, J David Hunger, Alan N Hoffman, Charles E Bamford, Purva Kansal (Pearson)				
3.	Thomas L Wheelen, J David Hunger, Alan N Hoffman, Charles E Bamford, Purva Kansal (Pearson)					Frank T Rothaermel (McGraw Hill)				

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Reference Books:								
S.No	Book Title					Author		
1.	Crafting and Executing Strategy: The Quest for Competitive Advantage, 22nd Ed.					Arthur A Thompson, Margaret A Peteraf, John E Gamble, AJ Strickland III, Thomas Joseph (McGraw Hill)		
2.	Winning in Emerging Markets: A Roadmap for Strategy and Execution					Krishna G. Palepu, Tarun Khanna (Harvard Business Press)		
3.	Competitive Advantage: Creating and Sustaining Superior Performance					M.E. Porter (Free Press)		
4.	Strategy and the Business Landscape					Pankaj Ghemawat (Pearson)		
NPTEL/ Youtube/ Faculty Video Link:								
1.	https://nptel.ac.in/courses/110105065							
2.	https://www.youtube.com/watch?v=mYF2_FBCvXw							
3.	https://www.youtube.com/watch?v=JIj0WOV5Wsc							
4.	https://www.youtube.com/watch?v=o76-cX6pdtU							
5.	https://www.youtube.com/watch?v=GyKl7VHZmqY							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: BBBA0611		Course Name: Leadership and Talent Management			L	T	P	C
Course Offered in: BBA VI					3	0	0	3
Pre-requisite: Basics of Human Resource Management.								
Course Objectives: This course introduces students to leadership concepts and talent management practices essential for organizational success. It focuses on leadership development, team building, employee motivation, talent acquisition, performance management, and employee engagement in modern organizations.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Understand the meaning, importance, styles, traits, and emotional aspects of leadership in organizations.				K2			
CO2	Analyze leadership theories and approaches for effective leadership in different organizational situations.				K4			
CO3	Apply leadership, communication, interpersonal, and team management skills in organizational settings.				K3			
CO4	Explain the concepts, principles, processes, and strategic importance of talent management.				K2			
CO5	Evaluate talent management systems, succession planning, and talent strategies for organizational effectiveness.				K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6	
CO1		2	2	3	2	3	2	
CO2		2	3	3	2	2	2	
CO3		2	2	3	2	3	3	
CO4		3	2	3	2	2	2	
CO5		2	3	3	2	2	2	
Course Contents / Syllabus								
Module 1		Introduction to Leadership					8 Hours	
Meaning and importance of leadership, Leadership vs management, Functions and roles of leaders, Leadership traits and qualities, Leadership styles: Autocratic, Democratic, Laissez-faire, Emotional intelligence, and leadership								
Module 2		Leadership Theories and Approaches					8 Hours	
Trait and Behavioral Theories of Leadership: Leadership studies conducted at Ohio State University and University of Michigan; Managerial Grid approach to leadership. Contingency Approaches to Leadership: Situational Leadership Theory and Path–Goal Theory of Leadership; understanding leadership effectiveness in different organizational situations. Contemporary Leadership Perspectives: Transformational and Transactional Leadership; Charismatic Leadership; Ethical and Servant Leadership approaches in modern organizations.								
Module 3		Leadership Skills and Team Management					8 hours	
Communication skills, Interpersonal skills, Motivation and leadership, Decision-making and problem-solving Conflict management, Team building and teamwork, Leadership ethics and values, Time management and stress management.								
Module 4		Introduction to Talent Management					8 hours	
Meaning, Evolution, Scope, Significance, Benefits and Limitations of Talent Management, Principles of Talent Management, Sources of Talent Management, Attracting and Retaining Talent, Talent Management Grid, Talent Gap: Meaning and Approaches to Fill Gaps, Talent Value Chain, Role of HR in Talent Management.								
Module 5		Talent Management System (TMS) and Strategies					8 hours	
Meaning, Key Elements of TMS, Creation of sTMS and Building Blocks for TMS, Life Cycle of Talent Management, Talent Management Process: Steps, Significance and Prerequisites, Approaches to Talent Management, Talent Management Strategies.								
Total Lecture Hours							40 hours	
Textbook:								

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S.No	Book Title	Author
1.	Leadership in Organizations	Gary Yukl, Pearson Education.
2.	Talent Management	Stephen Taylor, Kogan Page.
3.	The Talent Management Handbook	Lance A. Berger & Dorothy R. Berger, McGraw Hill.

Reference Books:

S.No	Book Title	Author
1.	The Leadership Challenge	Kouzes & Posner, Wiley.
2.	Leadership	Andrew J. DuBrin, Cengage Learning.
3.	Strategic Talent Management –	Jeffrey A. Mello, Cengage Learning.

NPTEL/ Youtube/ Faculty Video Link:

NPTEL	https://nptel.ac.in/courses/110107159
NPTEL	https://onlinecourses.nptel.ac.in/e-learning/preview/noc19_mg34
NPTEL	http://www.digimat.in/nptel/courses/video/122105021/L01.html
You tube	https://www.youtube.com/watch?v=YAAoF6FSbKw

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: BBBA0612		Course Name: Marketing of Services				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Knowledge of Marketing Management									
Course Objectives: The basic aim of this course is to explain why there is a need for special services marketing discipline, the challenges for services marketing, and how to deal with them. The course brings out the emerging service environment in India and the world. It emphasizes the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.									
Course Outcome: After completion of the course, the student will be able to.						Bloom's Knowledge Level (KL)			
CO1	Explain the fundamentals of services marketing, including the nature of services, service quality dimensions, consumer expectations, and service quality models.					K2			
CO2	Apply concepts of service product design, service delivery processes, blueprinting, and pricing strategies in service organizations.					K3			
CO3	Analyze service communication strategies, branding challenges, and the role of physical evidence (services cape) in influencing customer perceptions.					K4			
CO4	Evaluate service failure scenarios, recovery strategies, and customer relationship management approaches for enhancing customer satisfaction and loyalty.					K5			
CO5	Develop strategic insights for applying services marketing concepts across sectors such as banking, hospitality, healthcare, education, retail, and professional services.					K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	2	1	1	1	–		
CO2		3	3	1	1	2	1		
CO3		2	3	1	3	1	1		
CO4		2	2	3	2	2	1		
CO5		2	3	2	3	2	3		
Course Contents / Syllabus									
Module 1		Understanding Services, Service Consumers and Managing Services						8 hours	
Quality Difference between goods and services marketing; Challenges of Services Marketing; Role of internal and interactive marketing in services; Services Marketing Myopia, Expanded Services Marketing mix; Levels of service expectations; Factors influencing Consumers' perception of service; Different types of Service Quality; Determinants of Service Quality; Gap Model of Service Quality; Servqual instrument to measure service quality; Service quality research.									
Module 2		Service as Product, Service Delivery Process and Service Pricing						8 hours	
Core, facilitating, and support services. Customer participations in the creation of in-service production and delivery; Service blueprinting and its benefits. Customer Service standards. Creation and delivery of services. Service delivery intermediaries. Setting up Service prices, Pricing methods, and challenges									
Module 3		Service Communication, Branding, Physical Evidence in Service						8 hours	
Challenges in designing communication programme for services; Strategies for matching service promises. Role of promotion in marketing of services; Roles played by the Servicescape. High-contact and Low-contact Services									
Module 4		Service Failures, Recovery Strategies, Managing People and Customer Relationships						8 hours	
Service failures; strategies and tactics of service recovery. Service guarantee, Customer feedback system; Service oriented organizational structure; customer loyalty; customer lifetime value, framework for building customer loyalty. Done									
Module 5		Applications of Services Marketing						8 hours	
Cases of various sectors- Banking and financial services, Hospitality and tourism marketing, Healthcare services marketing, Educational services marketing, Retail and e-commerce services, Professional services marketing.									
Total Lecture Hours								40 hours	
Textbook:									

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S.No	Book Title	Author
1.	Services Marketing: Integrating Customer Focus Across the Firm	Valarie A. Zeithaml, Mary Jo Bitner & Dwayne D. Gremler
2.	Services Marketing	Christopher Lovelock & Jochen Wirtz

Reference Books:

1.	Services Marketing	Ravi Shankar
2.	Marketing of Services	K. Douglas Hoffman & John E. G. Bateson
3.	Service Management and Marketing	Christian Grönroos

NPTEL/ Youtube/ Faculty Video Link:

1	https://www.youtube.com/watch?v=vwnHA0gAA-c&list=PLJtJvO3aaWe0Tqf6ZLHXZCM2NncOQVMmG
2	https://nptel.ac.in/courses/110107434?
3	https://www.youtube.com/watch?v=ODY_2T5JH7I

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: BBBA0613		Course Name: Performance & Compensation Management				L	T	P	C
Course Offered in: Bachelor of Business Administration (BBA)						3	0	0	3
Pre-requisite: Basic understanding of principles of management, organizational behavior, and introductory human resource management concepts including employee motivation, communication, and workplace behavior.									
Course Objectives: To develop foundational and applied knowledge of performance and compensation management systems with exposure to modern HR practices, digital HR tools, employee engagement strategies, analytics, and emerging industry trends.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand the concepts and importance of performance and compensation management					K2			
CO2	Apply performance appraisal and compensation techniques in organizations					K3			
CO3	Analyze employee performance and reward systems using basic HR tools and techniques					K4			
CO4	Develop modern and employee-centric compensation and performance strategies					K5			
CO5	Evaluate emerging HR trends including digital HR, AI, analytics, and sustainable reward practices					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	2	2	2	2	2		
CO2		3	3	2	2	2	2		
CO3		2	3	2	2	2	2		
CO4		2	3	3	2	2	3		
CO5		2	3	2	3	2	2		
Course Contents / Syllabus									
Module 1		Introduction to Performance & Compensation Management					8 hours		
Meaning, scope, objectives, and importance of performance and compensation management; Evolution of performance management systems; Role of HR in employee performance and rewards; Performance management cycle; Employee motivation and productivity; Concepts of wages, salary, incentives, and benefits; Link between performance and compensation; Introduction to modern HR practices.									
Module 2		Performance Appraisal System					8 hours		
Performance appraisal concepts and objectives; Traditional and modern appraisal methods, Rating scales, checklist methods, MBO, 360-degree feedback; Goal setting and KPI basics, Employee feedback and counseling, Performance improvement techniques, Employee engagement and recognition, Continuous performance management, Challenges and ethical issues in appraisal systems									
Module 3		Compensation Management & Reward Systems					8 hours		
Components of compensation; Wage and salary administration; Job evaluation basics; Pay structures and salary grades; Incentive plans and bonus systems; Employee benefits and fringe benefits; Non-monetary rewards; Executive compensation basics; ESOP concepts; Skill-based and performance-based pay; Flexible and customized benefit plans; Compensation trends in startups and digital businesses.									
Module 4		Digital HR, HR Analytics & Emerging Trends					8 hours		
Introduction to HR analytics; HR metrics and dashboards; Basics of compensation benchmarking; Use of MS Excel in HR analysis; HRIS and payroll systems overview; Introduction to SAP HR and Workday; AI applications in HR and performance management; Digital performance tracking systems; Employee wellness and mental health initiatives; Gamification and recognition platforms; Pay equity and diversity in compensation.									
Module 5		Strategic & Future Trends in Performance and Compensation Management					8 hours		
Strategic performance management; Linking rewards with organizational goals; Talent management and succession planning basics, Global compensation practices, Gig economy and freelance workforce compensation, Sustainable HR practices and green rewards, ESG-linked compensation trends, Future of work and skills-based organizations. Emerging challenges in compensation and employee retention.									
						Total Lecture Hours		40 hours	
Textbook:									
S.No	Book Title				Author				

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	Reference Books
1	Compensation (13th Edition, 2023) George T. Milkovich & Jerry M. Newman
2	Performance Management (5th Edition, 2023) Herman Aguinis
3	Human Resource Management (16th Edition, 2023) Gary Dessler
4	Armstrong's Handbook of Performance Management (7th Edition, 2022) Michael Armstrong
5	Fundamentals of Human Resource Management (2022) David DeCenzo & Stephen Robbins
S.No	Book Title Author

	Textbooks
1	Human Resource Management (15th Edition, 2022) K. Aswathappa
2	Compensation Management (2022 Edition) Tapomoy Deb

NPTEL/ Youtube/ Faculty Video Link:

NPTEL	https://youtu.be/VFg4dG3Wbd8?si=3FQtSK9erMDZhQ3z
NPTEL	https://youtu.be/QCgh2AWOynA?si=_Jdv0kDdKPHI-Ojt
NPTEL	https://youtu.be/zfVHuAYEeGs?si=gDTqEpAYf32BhKX
Youtube	https://youtu.be/XbwQarTmomc?si=Q5_1okIN7XRTpXIC
Youtube	https://youtu.be/HPtHwPE-BZo?si=dWfPeVI-6hAwFYps

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20					
							60	100

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Course Code: BBBA0614		Course Name: Strategic Brand Management				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Principles of Marketing Management; Consumer Behaviour									
Course Objectives: The objective of this course is to introduce students to branding, brand management, and brand equity while developing knowledge of brand positioning, communication, digital branding, brand architecture, portfolio management, and contemporary branding trends.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Define the concept of a brand and describe the strategic brand management process.					K2			
CO2	Apply brand equity models and brand identity frameworks to analyse and develop positioning and identity for a brand.					K3			
CO3	Select appropriate brand elements and design an integrated brand communication strategy using digital and traditional media.					K3			
CO4	Analyse brand architecture, evaluate brand extension options, and assess brand portfolio decisions.					K4			
CO5	Evaluate brand health through a brand tracking and recommend strategies for sustainable brand management.					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	1	1	2	2	3		
CO2		3	3	1	2	1	2		
CO3		2	2	2	2	3	3		
CO4		3	3	1	3	2	2		
CO5		2	3	3	3	2	2		
Course Contents / Syllabus									
Module 1		Introduction to Brands & Brand Management						8 hours	
Meaning and concept of a brand. Evolution of Branding, Challenges and opportunities in branding . Strategic Brand management process. Branding on the Digital Era.									
Module 2		Brand Equity, Positioning & Identity						8 hours	
Concept and importance of brand equity; Aaker’s Brand Equity Model Keller’s Customer-Based Brand Equity (CBBE) Model. Brand positioning – meaning and significance POD V/s POP. Components of Brand Equity Kapferer Brand Identity Model									
Module 3		Brand Building, Communication & Loyalty						8 hours	
Brand elements, criteria for selecting brand elements; Secondary brand associations – celebrity endorsements, co-branding; packaging as a brand-building tool; Integrated Marketing Communications (IMC) & Digital branding Brand loyalty – concept and importance.									
Module 4		Brand Architecture, Extension & Portfolio Management						8 hours	
Brand architecture – meaning and types, brand hierarchy, brand extensions – meaning and types; advantages and risks of brand extension; brand licensing – concept and relevance; corporate branding vs. product branding; branding strategies for urban and rural markets in India									
Module 5		Brand Measurement, Revitalisation & Contemporary Trends						8 hours	
Importance of measuring brand equity; Brand tracking – surveys, consumer perception studies and brand association; Brand reinforcement and revitalisation – strategies. Use of AI in branding. Sensory Branding									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title				Author				
1	Keller, K. L., Swaminathan, V., Parameswaran, A. M. G., & Jacob, I. C. (2024). <i>Strategic brand management</i> (5th ed.). Pearson Education India.				Keller, Swaminathan, Parameswaran & Jacob (Indian adaptation; Parameswaran –				

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		SPJIMR Mumbai; Jacob – KJ Somaiya, Mumbai)						
2	Gupta, S. L. — <i>Brand Management: Text and Cases (An Indian Perspective)</i> , 2nd ed., Reprint 2024 , Excel Books	S. L. Gupta						
Reference Books:								
S.No	Book Title	Author						
1	Aaker, D. A. (2020). Owning game-changing subcategories: Uncommon growth in the digital age. Morgan James Publishing.	Aaker						
2	Kapferer, J. N. (2021). The new strategic brand management: Advanced insights and strategic thinking (6th ed.). Kogan Page.	Kapferer						
NPTEL/ Youtube/ Faculty Video Link:								
	Keller on Brand Equity (Wharton): https://knowledge.wharton.upenn.edu/article/what-is-a-brand-worth/							
	https://nptelprep.in/courses/110107161/materials							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: BBBA0659	Course Name: Dissertation	L	T	P	C
Course Offered in: BBA, 6 Semester		0	0	6	3

Pre-requisite: Students need foundational subject knowledge, research skills, and familiarity with academic writing and citations.

Course Objectives: The objective of the MBA dissertation is to enable students to apply management knowledge and research methodology to identify, analyze, and solve real business problems. It also helps students develop analytical, report-writing, and presentation skills through systematic research work.

Course Outcome: After completion of the course, the student will be able to:	Bloom's Knowledge Level (KL)
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CO1	Understand the process of selecting and defining a suitable research problem in business management.	K2
CO2	Apply appropriate research methodology, sampling techniques, and data collection tools for conducting the study.	K3
CO3	Analyze collected data using suitable statistical tools and interpret the results effectively.	K4
CO4	Evaluate research findings and suggest practical solutions for business or managerial problems.	K5
CO5	Prepare and present a well-structured dissertation report with proper references, ethical practices, and viva presentation.	K6

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO-PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	2
CO2	2	3	1	2	2	2
CO3	2	3	1	2	2	2
CO4	3	3	2	3	2	3
CO5	2	2	3	2	3	2

Guidelines:

A dissertation is a long-form piece of academic writing based on original research conducted by the student. Hence, this course aims to provide students with the opportunity to apply the knowledge and skills acquired in their courses to a specific problem. This allows students to extend their academic experience into areas of interest and work with new ideas. This also addresses the issues inherent in selecting a research problem and discusses the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing and framing Research proposals. This will give students knowledge, general competence, and analytical skills in Research Methodology. They can build their foundation for research in Business administration. It provides hands-on experience in carrying out research work on interdisciplinary topics, including management, economics, etc., and the process for publishing original work.

- 1. Fundamental of research, Scope of Research, Types of Research, Process of Research, Sources of research Problem, Qualities of good research problem, Identification of good problem, Scientific research characteristics and steps of scientific research, Scientific research problems**

Selection of Topic

Students should select a topic related to their specialization such as Marketing, Finance, HR, Operations, Business Analytics, International Business, or Entrepreneurship. The topic should be clear, relevant, researchable, and useful for solving a business or management problem.

2. Approval of Synopsis

Before starting the project, students must submit a synopsis to the faculty guide/department for approval. The synopsis should include the title, introduction, need of the study, objectives, research problem, methodology, sample size, data collection method, and references.

3. Guidance and Progress Review

Each student will work under an assigned faculty guide. Regular meetings with the guide are compulsory. Students must follow the suggestions given by the guide and submit progress reports as per the schedule.

4. Research Methodology

Knowledge of research design: Basic Principles; need for research Design; features of good design; essential concepts relating to research design.

Tools & Techniques of Data Collection Analysis and Interpretations: Meaning of Population and Sample; Sampling Methods- Random, Stratified, Purposive. Tool of Data Collection.

Students should clearly mention the type of research, data sources, sampling technique, sample size, and tools used for data analysis. Data may be collected through questionnaires, interviews, company reports, websites, journals, and research papers.

5. Format & Certificate:

Report should be made as per prescribed format by the institute. A certificate from the supervisor and the Head of the Department certifying the authenticity of the report shall be attached therewith.

6. Originality and Ethics

The dissertation must be the student's original work. Plagiarism, copied content, and manipulated data are strictly prohibited. All books, journals, websites, and reports used must be properly cited.

7. Final Submission

Students must submit the report along with the approved synopsis, guide certificate, student declaration, acknowledgement, plagiarism report, questionnaire, annexure, and PPT for viva. The student will submit two hard-bound copies of the report in the department. The report should be typed in A-4 size paper.

8. Viva-Voce

Students should be prepared to explain their topic, objectives, methodology, sample size, analysis, findings, suggestions, limitations, and conclusion during the viva.

9. The Research Project Report will carry 150 marks.

- The evaluation of the project report will be done by two examiners (external & internal).
- The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce.
- The evaluation of the Project Report will comprise of 50 marks and will be evaluated by the internal guide.
- The evaluation of Project Report & Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal).

Mode of Evaluation

PS	PE	Total
50	100	150