

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

First Year

(Effective from the Session: 2026-27)

NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute)

Bachelor of Business Administration

Evaluation Scheme
SEMESTER I

S. No	Subject Code	Subject Name	Type of Subjects	Periods			Evaluation Scheme				End Semester		Total	Credit
				L	T	P	CT	TA	PS	Total	TE	PE		
1	CBBA0101	Business Communication-I	Mandatory	2	0	0	20	20	0	40	60	0	100	2
2	CBBA0102	Business Statistics and Logic	Mandatory	3	0	0	20	20	0	40	60	0	100	3
3	CBBA0103	Design Thinking	Mandatory	2	0	0	20	20	0	40	60	0	100	2
4	CBBA0104	Financial Accounting	Mandatory	3	0	0	20	20	0	40	60	0	100	3
5	CBBA0105	General English	Mandatory	2	0	0	20	20	0	40	60	0	100	2
6	CBBA0106	Managerial Economics	Mandatory	3	0	0	20	20	0	40	60	0	100	3
7	CBBA0107	Principles of Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
8	CBBA0151	Presentation Skills & Business Awareness	Mandatory	0	0	4	0	0	50	50	0	50	100	2
		Grand Total											800	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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Evaluation Scheme
SEMESTER II

S. No	Subject Code	Subject Name	Type of Subjects	Periods			Evaluation Scheme				End Semester		Total	Credit
				L	T	P	CT	TA	PS	Total	TE	PE		
1	CBBBA0201	Business Communication-II	Mandatory	2	0	0	20	20	0	40	60	0	100	2
2	CBBBA0202	Human Behaviour & Organization	Mandatory	3	0	0	20	20	0	40	60	0	100	3
3	CBBBA0203	Legal Aspects of Business	Mandatory	3	0	0	20	20	0	40	60	0	100	3
4	CBBBA0204	Marketing Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
5	CBBBA0205	Quantitative Techniques for Decision Making	Mandatory	3	0	0	20	20	0	40	60	0	100	3
6	CBBBA0251	AI Enabling Business	Mandatory	0	0	2	0	0	25	25	0	25	50	1
7	CBBBA0252	Applied Foundations of Excel	Mandatory	0	0	4	0	0	50	50	0	50	100	2
8	CBBBA0259	Social Internship	Mandatory	0	0	4	0	0	50	50	0	50	100	2
		Grand Total											750	19

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,

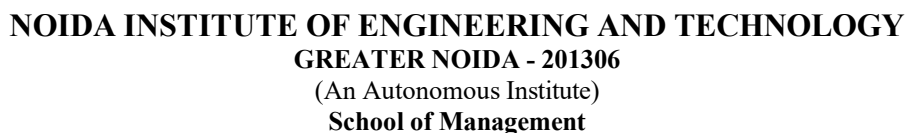
SEMESTER I

Course Code: CBBA0101		Course Name: Business Communication-I			L	T	P	C
Course Offered in: BBA					2	0	0	2
Pre-requisite: Fundamental knowledge of communication process and interpersonal interaction								
Course Objectives: This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Explain the fundamentals of organizational communication, including models, types, barriers, and principles such as the 7Cs for effective communication.				K2			
CO2	Apply written communication skills to draft professional documents such as emails, business letters, reports, resumes, and persuasive messages.				K3			
CO3	Demonstrate proficiency in digital communication, presentation tools, and professional etiquette across various online platforms and media.				K3			
CO4	Analyze and interpret verbal and non-verbal communication cues, including body language, listening techniques, and interpersonal dynamics.				K4			
CO5	Utilize AI-enabled communication tools and collaborative platforms to enhance professional communication efficiency and effectiveness.				K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6	
CO1		3	2	1	2	1	–	
CO2		3	3	2	2	2	1	
CO3		2	3	2	3	2	2	
CO4		2	3	3	2	2	1	
CO5		2	3	2	2	2	3	
Course Contents / Syllabus								
Module 1	Introduction to Communication in Organizations					6 hours		
Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.								
Module 2	Written Communication					6 hours		
Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.								
Module 3	Digital Communication, Presentation & Etiquettes					6 hours		
Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing & e-meetings (Zoom, Google Meet, Microsoft Teams), Digital citizenship –digital etiquettes & responsibilities; introduction to personal and organizational websites. Presentation skills (Verbal and non-verbal); Powerpoint presentation skills, Infographics								
Module 4	Non verbal & Interpersonal Communication					6 hours		
Active Listening: Techniques for critical, empathic, and content-focused listening. Verbal & Nonverbal Cues: Impact of word choice, tone of voice, body language, and spatial awareness on the receiver. Kinesics (Body Language): Posture, gestures, facial expressions, and eye contact. Proxemics (Personal Space), Chronemics (Use of Time)								



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Module 5	AI and Tech in Communication						6 hours	
Collaborative communication platforms (Google Workspace, Microsoft 365), AI in communication: Chatbots, automated email responses, generative AI tools. Drafting tools of AI. Grammarly, etc.								
Total Lecture Hours							30 hours	
Textbook:								
S.No	Book Title						Author	
1	Business Communication						Meenakshi Raman & Prakash Singh	
Reference Books:								
S.No	Book Title						Author	
1	Basic Business Communication						Lesikar, Flatley	
2	Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing. https://hbr.org/2021/07/the-science-of-strong-business-writing							
NPTEL/ Youtube/ Faculty Video Link:								
1	https://nptel.ac.in/courses/communication-skills							
2	https://onlinecourses.swayam.gov.in							
Mode of Evaluation								
CIE						ESE	Total	
ST1	ST2	ST3	TA1	TA2	TA3	Attendance	60	100
20			20				60	100



Course Code: BBBA0101		Course Name: Business Statistics & logic		L	T	P	C
Course Offered in: BBA				3	0	0	3
Pre-requisite: Basic knowledge of Mathematics Course Objectives: The course aims to develop students' understanding of fundamental statistical concepts and techniques for business decision-making. It enables them to systematically collect, organize, summarize, analyze, and interpret business data using descriptive statistics. The course also introduces probability concepts to assess uncertainty and risk, while equipping students to apply statistical methods to solve real-world business problems and make evidence-based managerial decisions.							
Course Outcome: After completion of this course students will be able to:				Bloom's Knowledge Level (KL)			
CO1	Understand the basic concept of matrices and dominants.			K2			
CO2	Understand the basic concepts of fundamental of business statistics.			K2			
CO3	Understand the concepts of measures of descriptive statistics and its implications in business.			K2			
CO4	Understand the basic concepts of probability and its usage in various business applications			K2			
CO5	Apply the concept of time series analysis and index numbers in business decision making			K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	
CO1	3	2	-	1	-	-	
CO2	2	1	-	1	-	-	
CO3	3	1	-	1	-	-	
CO4	2	1	-	1	-	-	
CO5	3	2	-	1	-	-	
Course Contents / Syllabus							
Module 1		MATRIX AND DETERMINANTS					09 hours
Introduction, types of matrices, Addition of matrices, Subtraction of matrices, Multiplication of matrices, Transpose of matrix, Expansion of determinants, Minor and Cofactors, Properties of determinant, Applications of matrix operations in business decision making.							
Module 2		INTRODUCTION TO STATISTICS					09 hours
Statistics: Definition, Importance & Limitation. Collection of data and formation of frequency distribution. Graphical presentation of frequency distribution – Bar Diagram, Histogram, Frequency curve, Frequency polygon, Ogive							
Module 3		DESCRIPTIVE STATISTICS					09 hours
Measures of central tendency – Mean, Median and Mode. Measures of Dispersion – Range, Mean Deviation, Inter Quartile Range, Quartile Deviation, Mean deviation, Standard Deviation and Coefficient of variation.							
Module 4		THEORY OF PROBABILITY AND RANDOM VARIABLES					09 hours
Definition of Probability, Elementary problems of probability, Addition and Multiplication theorems of probability, Expectation and variance of a discrete random variable							
Module 5		TIME SERIES ANS INDEX NUMBERS					09 hours
Time series analysis: Concept, Additive and Multiplicative models and Components of time series. Trend analysis: Least Square method for							

Linear equations and Applications in business decision-making.

Index Numbers: Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices:-Fixed base and Chain base methods.

Total Lecture Hours

**45
hours**

Textbook:

1. Fundamentals of Business Statistics, J.K. Sharma
2. Fundamentals of Statistics, Himalaya Publishing, S. C. Gupta

Reference Books:

1. Business Statistics, 5th ed., Wiley India, Ken Black
2. Business Statistics using Excel, Oxford, Davis, Pecar

Self-Study Content Links:

Duration (in Hrs)

MOOCs

[Probability and Statistics | FutureSkills Prime](#)

20 hrs

Video Lectures

1 <https://www.youtube.com/watch?v=rS9AwvRbB7g>
<https://www.youtube.com/watch?v=7SQbz96xUyg>,
 Unit-2, <https://youtu.be/wWenULjri40>
<https://www.youtube.com/watch?v=NaHMI8avG04>
 Unit-3, https://youtu.be/XaHFNhHfXwQ?si=OJKYu_BVt4n88ONp
<https://youtu.be/BsVtMnp3vks?si=orRM338vLgBE-hOS>
https://www.youtube.com/watch?v=C9qSISDHjX4&pp=vgUtbmVwdGwgY3VydmUgZml0dGluZyBmaXR0aW5nIG9mIHNo0cmFpZ_2h0IGxpbnUg
 Unit-4 <https://www.youtube.com/watch?v=r1sLCDA-kNY&list=PL8AE5D5CCA85AE91D&index=1&pp=iAOB>
<https://www.youtube.com/watch?v=bpKarwfDRIk&list=PL8AE5D5CCA85AE91D&index=4&pp=iAOB>
<https://youtu.be/EkkATH3W1Mo>

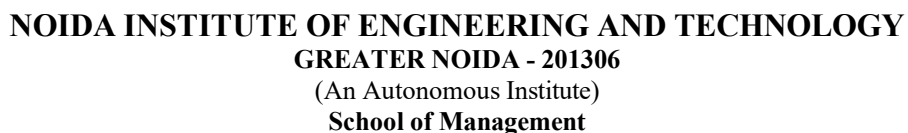
10 hrs

Web References

<https://www.geeksforgeeks.org/maths/mathematics-mean-variance-and-standard-deviation/>

5 hrs

Note: Self-study material may include assignments, seminars, micro projects, industrial visits, any other student activities, etc.



Course Code: CBBA0103		Course Name: Design Thinking			L	T	P	C
Course Offered in: BBA					2	0	0	2
Pre-requisite: No specific prerequisite. Basic curiosity and willingness to innovate.								
Course Objectives: To develop students' ability to approach problems creatively through empathy, ideation, prototyping and testing. To build human-centered design mindset for solving real-world business and social challenges.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand and explain the design thinking process and its application in business contexts.				K2			
CO2	Apply empathy mapping and user research techniques to identify user needs.				K3			
CO3	Generate innovative ideas using ideation tools such as brainstorming and mind mapping.				K6			
CO4	Develop low-fidelity prototypes for proposed solutions.				K6			
CO5	Test and iterate prototypes based on user feedback for continuous improvement.				K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6		
CO1	2	2	1	1	2	1		
CO2	2	3	2	1	2	2		
CO3	3	3	2	2	2	2		
CO4	2	2	3	2	3	2		
CO5	2	2	3	3	3	2		
Course Contents / Syllabus								
Module 1	Introduction to Design Thinking					6 hours		
Origin and philosophy of design thinking, Design thinking vs traditional problem solving, The five-stage model: Empathize, Define, Ideate, Prototype, Test; Applications in business and social innovation.								
Module 2	Empathize & Define					6 hours		
Techniques of empathy: observation, interviews, immersion; Empathy maps and user personas; Problem framing: Point of View (POV) statement; Defining the problem space; Needs statements and opportunity areas.								
Module 3	Ideation Techniques					6 hours		
Creative thinking and lateral thinking; Brainstorming, Brainwriting, SCAMPER technique; Mind mapping, HMW (How Might We) questions; Concept generation and evaluation matrix.								
Module 4	Prototyping					6 hours		
Purpose and types of prototypes: paper prototypes, storyboards, role play; Low-fidelity vs high-fidelity prototyping; Rapid prototyping techniques; Building and documenting prototypes.								
Module 5	Testing & Iteration					6 hours		
User testing methodologies, feedback collection tools; Iteration cycles and refinement; Presenting design solutions; Real-world design thinking case studies in business.								
Total Lecture Hours						30 hours		
Textbook:								
S.No	Book Title					Author		
1	Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation					Brown, T. (2019). HarperBusiness.		
2	Design Thinking for Strategic Innovation					Dunne, D. (2018). Wiley.		
Reference Books:								



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S.No	Book Title	Author	
1	Creative Confidence: Unleashing the Creative Potential Within Us All	Kelley, T., & Kelley, D. (2013). Crown Business.	
NPTEL/ Youtube/ Faculty Video Link:			
1	https://www.youtube.com/watch?v=_r0VX-aU_T8		
2	https://nptel.ac.in/courses/109/104/109104109/		
Mode of Evaluation			
CIE		PE	Total
CT	TA		
20	20	60	100

Course Code: CBBA0104		Course Name: Financial Accounting			L	T	P	C
Course Offered in: BBA					3	0	0	3
Pre-requisite: Basic knowledge of accounting terminology, arithmetic skills, business fundamentals, and logical thinking.								
Course Objectives: This course intends to introduce basic accounting principles and practices. Students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Provide an understanding of application of various principles and practice of accounting.				K2			
CO2	Demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting.				K2			
CO3	Apply the knowledge of systematic maintenance of books of accounts to real life business.				K3			
CO4	Estimate Annual Financial statement of Sole proprietorship and Company form of business.				K4			
CO5	Examine cash flow and fund flow statements for decision-making				K4			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6	
CO1		3	2	2	2	1	1	
CO2		3	3	1	2	1	1	
CO3		3	3	2	2	2	2	
CO4		3	3	2	2	1	2	
CO5		3	3	2	2	2	2	
Course Contents / Syllabus								
Module 1	Introduction to Accounting, Accounting system and process					8 hours		
Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organizations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue-expenditure and income, accounting equation, accounting process, contingent assets and liabilities, Fictitious assets.								
Module 2	Recording transactions and Trial balance					8 hours		
Transactions-nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.								
Module 3	Final Accounts					8 hours		
Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts.								
Module 4	Company Final Accounts					8 hours		
Introduction to company-kinds, share capital, issue of shares, schedules to accounts, financial statements as per Companies Act-2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical). Green Accounting and Sustainable Reporting-Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.								
Module 5	Cash Flow Analysis and Fund Flow Statement					8 hours		
Cash flow from operating activities (Direct method), investing activities and financing activities, Format of Cash flow statement as per Ind AS-7, Fund flow statement, schedule of changes in working capital, interpretation.								



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Total Lecture Hours							40 hours	
Textbook:								
S.No		Book Title					Author	
1		Financial Accounting for Management: An Analytical Perspective, Pearson Education.					Gupta, A.	
Reference Books:								
S.No		Book Title					Author	
1		Financial accounting, Wiley Publications					Kimmel	
NPTEL/ Youtube/ Faculty Video Link:								
1		https://www.youtube.com/playlist?list=PLxP0KZzCGFYMghlw8ObWScuUwepqjXjbB						
2		NPTEL :: Management - NOC: Financial Accounting						
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance	60	100
20			20				60	100

Course Code: CBBA0105		Course Name: General English		L	T	P	C
Course Offered in: BBA				2	0	0	2
Pre-requisite: No specific prerequisite. Basic curiosity and willingness to read and write.							
Course Objectives: To provide learning environment to practice listening, speaking, reading and writing skills. It effectively integrates English language learning with employability skills and training.							
Course Outcome: After completion of the course, the student will be able to				Bloom's Knowledge Level (KL)			
CO1	Understand and use vocabulary-building techniques including word formation, root words, prefixes and suffixes, synonyms, antonyms, and abbreviations in effective communication.					K2	
CO2	Apply principles of sentence construction, paragraph organization, and precise writing to produce clear and coherent written communication.					K3	
CO3	Identify and correct common grammatical errors such as subject-verb agreement, pronoun usage, modifiers, articles, and prepositions in written communication.					K4	
CO4	Analyze and develop structured written content including descriptive, analytical, and argumentative writing, along with comprehension and précis writing skills.					K4	
CO5	Demonstrate effective oral communication skills including listening, pronunciation, workplace communication, and formal presentations.					K5	
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6
CO1		2	2	1	1	1	–
CO2		3	3	1	1	2	1
CO3		2	3	1	1	1	–
CO4		3	3	2	2	2	1
CO5		2	2	3	2	3	2
Course Contents / Syllabus							
Module 1	Vocabulary Building					6 hours	
Vocabulary Building The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.							
Module 2	Basic Writing Skills					6 hours	
Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely							
Module 3	Identifying Common Errors in Writing					6 hours	
Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies							
Module 4	Nature and Style of sensible Writing					6 hours	
Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing							
Module 5	Oral Communication					6 hours	
Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations. (This Module involves interactive practice sessions preferably in Language Lab)							
Total Lecture Hours						30 hours	
Textbook:							
S.No	Book Title					Author	
1	AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual)					Anjana Tiwari, Khanna Book Publishing Co.,	
2	Effective Communication Skills.					Kul Bhushan Kumar, Khanna Book Publishing	



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3	Practical English Usage.	Michael Swan. OUP.
4	Remedial English Grammar.	F.T. Wood. Macmillan
5	English Grammar	Wren & Martin

Reference Books:

S.No	Book Title	Author

NPTEL/ Youtube/ Faculty Video Link:

1	English language for competitive exams, Prof. Aysha Iqbal IIT Madras
2	Duolingo Courses

Mode of Evaluation

CIE		PE	Total
CT	TA		
20	20	60	100

Course Code: CBBA0106		Course Name: Managerial Economics				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Basic knowledge of Business Economics									
Course Objectives: The purpose of this course is to apply micro economics concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action, and finally choose among alternatives.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand basic concepts of microeconomics and Managerial Economics in taking business decisions.					K2			
CO2	Understand the law of demand & supply & their elasticity					K2			
CO3	Analyse production concepts, cost concepts and their impact on business decisions					K4			
CO4	Analyze the form and nature of the market and their pricing strategies.					K4			
CO5	Evaluate various theories of the firm and how they affect the business decisions					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	2	1	2	1	2		
CO2		3	2	1	2	1	2		
CO3		3	3	1	2	1	2		
CO4		3	3	2	3	1	3		
CO5		3	3	2	3	1	3		
Course Contents / Syllabus									
Module 1	Fundamentals and Basic elements of Managerial Economics					8 hours			
The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics. Scope of Study and Central Problems of Micro and Macroeconomics. Managerial Economics and its relevance in business decisions. Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.									
Module 2	Demand and Supply Analysis					8 hours			
Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand. Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.									
Module 3	Production and Cost Analysis					8 hours			
Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium. Theory of Cost-Short Run and Long Run Average, Marginal and Total Cost Curves.									
Module 4	Analysis of Market					8 hours			
Concept of Market and Main Forms of Market. Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly.									
Module 5	Theories of the Firm					8 hours			
Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm – Profit concepts & analysis – Game Theory and Asymmetric Information.									
Total Lecture Hours						40 hours			
Textbook:									
S.No	Book Title					Author			
1	Managerial economics and business strategy					Baye, M., & Prince, J. (2022)			
2	Managerial Economics					Dwivedi, D.N. (2021)			



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3	Managerial Economics	Varshney & Maheshwari, (2022)
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Reference Books:

S.No	Book Title	Author
1	Micro Economics	Pindyck, Rubinfeld, Mehta. (2021)
2	Managerial Economics: Principle and Worldwide Applications	Salvatore, D. (2020)

NPTEL/ Youtube/ Faculty Video Link:

1	http://nptel.ac.in/courses/110101005/1 (Introduction to Managerial Economics)
2	http://nptel.ac.in/courses/110101005/ (Theory of Demand)
3	http://nptel.ac.in/courses/110101005/38 (Product Pricing)

Mode of Evaluation

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

Course Code: CBBA0107		Course Name: Principles of Management				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Basic knowledge of business and management.									
Course Objectives: To enable students to understand Management Concepts, managerial practices and their perspectives, develop understanding of concepts of Organizing and Directing, equip students with concepts of Motivation, comprehend aspects of Individual and Group Behaviour, and inculcate leadership skills and team building capabilities.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand the Management concepts, principles, and practices & role in organizations					K2			
CO2	Comprehend the types of plans and process of planning, decision-making, across various management levels.					K2			
CO3	Understand the concept of line and staff organization, span of control and types of organizational structure.					K2			
CO4	Analyze the usage of applications of motivation and various concepts in directing and controlling.					K4			
CO5	Develop leadership skills and team building capabilities in students.					K2			
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	1	1	1		
CO3		3	2	1	1	1	1		
CO4		3	2	2	1	1	2		
CO5		2	2	3	1	3	2		
Course Contents / Syllabus									
Module 1	Introduction to Management & Evolution of Management					08 hours			
Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling									
Module 2	Overview of Planning & Decision Making					06 hours			
Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Plans. Advantages and Limitations of Planning. Decision making- Importance and steps, decision making models and tools; Authority and Responsibility, MBO & MBE.									
Module 3	Organizing, Staffing & Organization Structure					10 hours			
Nature & Significance of Organization, Authority & Responsibility Relationships-Span of Control, Process of Delegations-Barriers to Delegation, Centralization & Decentralization. Concept of Line & Staff-Overcoming Line-staff conflict, Committees, Matrix Organization, Coordination, Organization Structures, Types, Advantages & Disadvantages.									
Module 4	Leading, Directing & Controlling					10 hours			
Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Team building and group dynamics; Directing: Concept, Principles & Techniques of directing and Coordination. Motivation-Theories: Theory X, Theory Y, Theory Z, Maslow's need hierarchy. Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.									
Module 5	Strategic Management, Ethics & Social Responsibility					06 hours			
Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Contemporary challenges in management, Corporate social responsibility (CSR), Sustainable management practices.									
Total Lecture Hours						40 hours			



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Textbook:								
S.No		Book Title					Author	
1		Essentials of Management, Tata McGraw Hill, 11th Edition					Koontz Harold, Weihrich Heinz & Mark V. Cannice (2020)	
2		Organizational Behaviour					Pearson	
Reference Books:								
S.No		Book Title					Author	
1		Management (2019) Pearson, 14th Edition					Robbins & Coulter	
2		Understanding Organizational Behaviour, Oxford University Press, 4th Edition					Pareek Udai (2016)	
3		Principles and Practices of Management, Sultan Chand & Sons, 9th edition					Prasad L. M (2016)	
NPTEL/ Youtube/ Faculty Video Link:								
1		https://www.youtube.com/watch?v=c8z2CS8jvbs						
2		https://www.youtube.com/watch?v=U4wuKKwV-eg						
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance		
			5	5	5	5		
20			20				60	100

Course Code: CBBA0151		Course Name: Presentation Skills & Business Awareness		L	T	P	C
Course Offered in: BBA				0	0	4	2
Pre-requisite: Basic English							
Course Objectives: The course aims to develop effective presentation and public speaking skills, enhance awareness of business and corporate environments, build confidence in professional communication and teamwork, improve analytical thinking through business discussions, and develop employability and leadership communication competencies.							
Course Outcome: After completion of the course, the student will be able to				Bloom's Knowledge Level (KL)			
CO1	Understand the fundamentals of presentation skills, business etiquette, and professional communication.			K2			
CO2	Apply verbal, non-verbal, and visual communication techniques in professional presentations.			K3			
CO3	Analyze contemporary business events, trends, and organizational practices for business awareness.			K4			
CO4	Demonstrate teamwork, leadership, and confidence through individual and group presentations.			K3			
CO5	Develop professional presentation content using digital tools and structured business communication methods.			K4			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6
CO1		2	1	2	3	1	1
CO2		3	2	2	2	3	1
CO3		2	3	1	3	1	2
CO4		2	1	3	2	3	2
CO5		3	2	2	2	2	2
Course Contents / Syllabus							
Module 1	Fundamentals of Presentation Skills					6 hours	
Meaning and importance of presentations, Types of business presentations, Elements of effective communication, Verbal and non-verbal communication, Overcoming stage fear and nervousness, Business etiquette and professional conduct.							
Module 2	Presentation Design & Delivery					6 hours	
Structuring presentations: Opening, body, and conclusion, Storytelling in presentations, Voice modulation and body language, Visual aids and slide preparation, Use of presentation tools (PPT, Canva, AI tools).							
Module 3	Business Awareness & Current Affairs					6 hours	
Business environment overview, Current business trends, Startup ecosystem and entrepreneurship, Economic and corporate developments, Business news analysis.							
Module 4	Group Discussion & Team Presentation					6 hours	
Group discussion techniques, Team communication, Leadership in presentations, Panel discussion, Professional interaction skills, Interview presentation basics.							
Module 5	Digital & Professional Presentation Skills					6 hours	
Online presentation skills, AI tools for presentations, Infographics and data visualization, Professional pitching basics, Personal branding and LinkedIn introduction.							
Total Lecture Hours						30 hours	
Textbook:							
S.No	Book Title					Author	
1	Business Communication Today					Bovee & Thill	
2	Effective Presentation Skills					Steve Mandel	



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Reference Books:

S.No	Book Title	Author
1	Style Guide	The Economist

NPTEL/ Youtube/ Faculty Video Link:

1	TED Masterclass on Public Speaking - ted.com/talks
2	Canva Design School - canva.com/learn/design

Mode of Evaluation

CIE	PE	Total
PS		
50	50	100

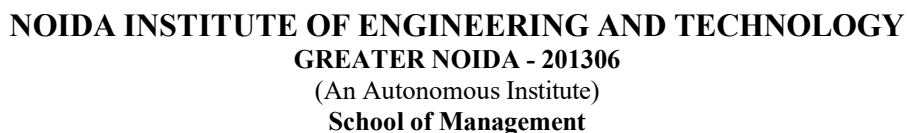
SEMESTER II

Course Code: CBBBA0201		Course Name: Business Communication-II		L	T	P	C
Course Offered in: BBA				2	0	0	2
Pre-requisite: Business Communication I							
Course Objectives: This course aims to: (i) Strengthen professional written and oral communication skills in business contexts; (ii) Develop competencies in report writing, business presentations, and persuasive communication; (iii) Equip students with cross-cultural and global communication abilities for modern business environments; (iv) Enable effective use of digital and technology-mediated communication tools; (v) Develop interpersonal, negotiation, and conflict-resolution communication skills for leadership roles.							
Course Outcome: After completion of the course, the student will be able to				Bloom's Knowledge Level (KL)			
CO1	Draft professional business documents (reports, proposals, memos, emails) with clarity, structure, and appropriate tone.			K6			
CO2	Design and deliver effective business presentations using structured storytelling and visual communication techniques.			K6			
CO3	Evaluate and apply cross-cultural and global communication strategies in diverse business settings.			K5			
CO4	Utilize digital communication tools and social media effectively for professional and organizational communication.			K3			
CO5	Demonstrate leadership communication competencies including negotiation, conflict resolution, and persuasive communication.			K4			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6
CO1		2	2	2	1	2	2
CO2		2	2	2	2	3	2
CO3		2	2	3	3	2	2
CO4		2	2	2	3	2	3
CO5		2	2	3	2	3	3
Course Contents / Syllabus							
Module 1	Advanced Business Writing						06 hours
Principles of effective business writing, Formal office communication: Agenda, Notice, Office memoranda, office orders, Newsletters. Business reports: types, structure, and format; Formal proposals: elements and writing strategies; Executive summaries and minutes of meetings; Editing and proofreading for professional documents.							
Module 2	Business Presentations and Public Speaking						06 hours
Designing impactful presentations: structure, storytelling, and audience analysis; Visual communication: effective use of slides, infographics, and data visualization; Techniques for public speaking: voice modulation, body language, and stage presence; Managing Q&A sessions; Pitch decks: communicating business ideas to investors.							
Module 3	Cross-Cultural and Global Business Communication						06 hours
Understanding cultural dimensions: Hofstede's model and impact on communication; High-context vs. low-context communication cultures; Strategies for effective communication in multicultural teams; Global business etiquette and protocol; Managing communication barriers in international business.							
Module 4	Digital and Technology-Mediated Communication						06 hours
Professional communication through email, instant messaging, and virtual meetings; Managing virtual teams: tools (Zoom, MS Teams, Google Meet) and best practices; Social media communication for business: LinkedIn, corporate blogging, and brand communication; Netiquette and ethical considerations in digital communication.							
Module 5	Leadership Communication, Negotiation and Conflict Resolution						06 hours
Characteristics of effective leadership communication; Persuasive communication: techniques of ethos, pathos, and logos in business; Negotiation communication: strategies, tactics, and BATNA framework; Conflict resolution communication: styles, models, and approaches; Giving and receiving constructive feedback.							



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Total Lecture Hours								30 hours
Textbook:								
S.No		Book Title						Author
1		Business Communication: Process and Product						Mary Ellen Guffey & Dana Loewy
2		Effective Business Communication						Herta A. Murphy, Herbert W. Hildebrandt & Jane P. Thomas
Reference Books:								
S.No		Book Title						Author
1		Business Communication Today						Bovee, Thill & Raina
2		The Culture Map: Breaking Through the Invisible Boundaries of Global Business						Erin Meyer
NPTEL/ Youtube/ Faculty Video Link:								
1		NPTEL: Business Communication - IIT Bombay nptel.ac.in/courses/110101005						
2		YouTube: TED Talks - Communication & Persuasion youtube.com/ted						
Mode of Evaluation								
		CIE					ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100



Course Code: CBBBA0202		Course Name: Human Behaviour & Organisation		L	T	P	C
Course Offered in: BBA				3	0	0	3
Pre-requisite: Basic Learning of Principles of Management							
Course Objectives: This course helps BBA students understand how individuals, groups, and organizations behave. Students will understand individual behaviour (personality, perception, attitude, motivation), learn how groups form and resolve conflicts, explore leadership styles and organizational culture, recognize factors driving organizational change and employee well-being, and apply behavioural concepts to real-world workplace situations.							
Course Outcome: After completion of the course, the student will be able to				Bloom's Knowledge Level (KL)			
CO1	Explain key concepts of human behaviour - personality, perception, attitude, and motivation.			K2			
CO2	Describe group dynamics, team behaviour, communication, and conflict management in organizations.			K2			
CO3	Identify different leadership styles, power bases, and their impact on organizational effectiveness.			K3			
CO4	Understand organizational culture, structure, and the process of change management.			K3			
CO5	Apply OB concepts to analyse and interpret everyday workplace situations and case scenarios.			K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	
CO1	3	2	1	-	1	-	
CO2	2	1	2	-	3	-	
CO3	2	2	3	1	2	-	
CO4	3	2	2	2	1	-	
CO5	3	3	2	2	2	1	
Course Contents / Syllabus							
Module 1	Foundations of Human Behaviour					8 hours	
Meaning and scope of Organizational Behaviour (OB), Individual behaviour: personality types, Big Five model, Perception: process, errors & relevance at the workplace, Attitudes, values & job satisfaction, Emotions and mood - impact on work behaviour.							
Module 2	Motivation & Individual Performance					8 hours	
Concept of motivation: intrinsic vs. extrinsic motivation, Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, McGregor's Theory X & Theory Y, Goal-Setting Theory (Locke), Reinforcement Theory basics, Motivation in Indian workplace.							
Module 3	Group Dynamics & Interpersonal Relations					8 hours	
Types of groups: formal & informal, Stages of group development (Tuckman), Team vs. group: differences and importance of teamwork, Interpersonal communication: barriers and effective communication, Conflict: types, causes, and conflict resolution styles (Thomas-Kilmann), Organizational politics and negotiation.							
Module 4	Leadership, Power & Organization Culture					8 hours	
Leadership: traits, styles - autocratic, democratic, laissez-faire, Situational Leadership (Hersey & Blanchard), Power and authority: French & Raven's five bases of power, Organizational culture: meaning, types, and impact on behavior, Ethics and values in organizational behaviour.							
Module 5	Organization Structure, Change & Well-being					8 hours	
Organizational structure: tall vs. flat, functional vs. divisional, Organizational change: meaning, reasons, resistance to change, Managing change: Lewin's 3-Step Model, Workplace stress: causes, effects, and coping strategies, Employee well-being, work-life balance & positive OB.							
Total Lecture Hours						40 hours	
Textbook:							

S.No	Book Title	Author
1	Organizational Behaviour (18th ed.)	Robbins, S.P., Judge, T.A., & Vohra, N. (2019)
2	Organizational Behaviour: An Evidence-Based Approach (12th ed.)	Luthans, F. (2011). McGraw-Hill Education.
3	Organisational Behaviour (12th ed.)	Aswathappa, K. (2021). Himalaya Publishing House.

Reference Books:

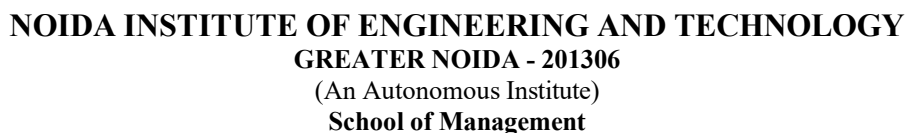
S.No	Book Title	Author
1	Human Behaviour at Work: Organizational Behaviour	Davis, K. & Newstrom, J.W. (2014) Tata McGraw-Hill.
2	Understanding Organizational Behaviour (4th ed.)	Pareek, U. (2019). Oxford University Press.

NPTEL/ Youtube/ Faculty Video Link:

1	NPTEL (IIT Kharagpur) - https://nptel.ac.in/courses/110105041
2	Coursera (Univ. of Illinois) - https://www.coursera.org/learn/organizational-behavior

Mode of Evaluation

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



Course Code: CBBBA0203		Course Name: Legal Aspects of Business			L	T	P	C
Course Offered in: BBA					3	0	0	3
Pre-requisite: Basic understanding of business and commerce								
Course Objectives: To equip students with essential knowledge of business laws, contracts, consumer rights, and cyber regulations for informed decision-making in modern business contexts.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand the basic structure of Indian business laws				K2			
CO2	Analyse the essential elements of contracts, business agreements, and provisions of the Sale of Goods Act				K4			
CO3	Examine consumer protection and labour laws and their application in business practices				K4			
CO4	Interpret provisions of company law and evaluate basic intellectual property rights issues				K3			
CO5	Apply cyber laws and digital business regulations to real-world business scenarios				K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6		
CO1	3	1	1	1	1	1		
CO2	3	3	2	1	1	1		
CO3	2	3	2	2	1	-		
CO4	2	2	3	2	1	1		
CO5	2	2	2	3	3	1		
Course Contents / Syllabus								
Module 1	Introduction to Business Law and Indian Legal System					8 hours		
Meaning and importance of business law, Sources of Indian law, Basic structure of Indian judicial system, Rights and duties of business organizations, Overview of dispute resolution methods.								
Module 2	Law of Contract & Sales of Goods Act					8 hours		
Indian Contract Act, 1872 - introduction, Essentials of a valid contract, Offer, acceptance and consideration, Breach of contract and remedies, Introduction to agency and indemnity, Essential elements of sales of goods Act, Transfer of property, unpaid seller, rights & duties.								
Module 3	Consumer and Labour Laws					8 hours		
Consumer Protection Act, 2019 - basic provisions, Consumer rights and grievance redressal, Introduction to labour laws and employee rights, Code on Wages, 2019 - overview, Workplace ethics and discipline.								
Module 4	Company and Intellectual Property Laws					8 hours		
Introduction to Companies Act, 2013, Types of Companies, Role of directors and shareholders, Basics of Intellectual Property Rights (IPR), Trademark and copyright awareness.								
Module 5	Cyber Laws and Emerging Legal Issues					8 hours		
Introduction to Information Technology Act, 2000, Cybercrimes and cyber security awareness, Digital signatures and electronic contracts, Overview of Digital Personal Data Protection Act, 2023, Legal issues in social media and e-commerce.								
Total Lecture Hours						40 hours		
Textbook:								
S.No	Book Title					Author		
1	Elements of mercantile law (44th ed.). Sultan Chand & Sons.					Kapoor, N. D. (2022)		
2	Business law (9th ed.). Vikas Publishing					Kuchhal, M. C., & Kuchhal, V. (2020)		
Reference Books:								



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S.No	Book Title	Author
1	Principles of mercantile law (12th ed.). Eastern Book Company.	Singh, A. (2021)
2	Business law (3rd ed.). McGraw Hill.	Tulsian, P. C. (2022)

NPTEL/ Youtube/ Faculty Video Link:

Module 1 <https://youtu.be/bK4rrlNk0wY> | <https://youtu.be/AqW1m1KRHXg>

Module 2 <https://youtu.be/73GPL3WAmwI> | <https://youtu.be/Q5anw6XWKMw>

Module 3 https://youtu.be/-Vg5LCQiv_U | https://youtu.be/s_kfamiiwOA

Module 4 <https://www.youtube.com/live/BZ-R43ECcqc>

Module 5 <https://youtu.be/S6mcRV05woQ> | <https://youtu.be/F7mH5vz1qEI>

Mode of Evaluation

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

Course Code: CBBBA0204		Course Name: Marketing Management			L	T	P	C
Course Offered in: BBA					3	0	0	3
Pre-requisite: Basic knowledge of management concepts and market.								
Course Objectives: Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Explain the definitions, concepts, and scope of marketing, markets, and marketing management.				K2			
CO2	Apply segmentation, targeting, and positioning strategies, including AI-based approaches, to design effective product strategies.				K3			
CO3	Apply and analyze pricing strategies and distribution channel decisions to deliver customer value effectively.				K4			
CO4	Evaluate and create integrated promotion mix strategies, incorporating digital marketing tools for personalization and engagement.				K6			
CO5	Assess emerging trends such as green, rural, and international marketing, and address ethical issues and CSR in marketing.				K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6	
CO1		3	2	1	2	1	1	
CO2		2	3	2	2	2	3	
CO3		2	3	2	2	2	2	
CO4		2	2	2	2	3	2	
CO5		2	2	3	3	2	2	
Course Contents / Syllabus								
Module 1		Introduction to Marketing					8 hours	
Definition of markets, marketing, and marketing management, Scope, Marketing Mix. Difference between customer and consumer. Micro and macro environment, Core marketing concepts; Company orientation Evolution of Marketing Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. Consumer markets, and business marketsB2C, B2G, B2B, C2C								
Module 2		Segmentation, Targeting & Positioning					6 hours	
Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior- Types and factors, Characteristics particularly in Indian context, Consumer Buying Decision Process, Targeting, and Positioning strategies.								
Module 3		Product, Price & Place					10 hours	
Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Meaning, Determinants of price, pricing methods and strategies. Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.								
Module 4		Promotion & IMC					8 hours	
Promotion Decisions: Factors determining promotion mix, Promotional Tools Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Promotion mix, advertising, sales promotion, public relations, and personal selling. Introduction to digital marketing and its components -AI for personalization, User generated content, data insights.								
Module 5		Emerging Trends & Ethical Issues					8 hours	
Consumerism, Green marketing, rural marketing, and international marketing. Ethical issues in marketing and corporate social responsibility.								
Total Lecture Hours							40 hours	



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Textbook:								
S.No		Book Title					Author	
1		Marketing management (17th ed.). Pearson.					Kotler, P., Keller, K. L., & Chernev, A. (2025)	
2		Marketing management (4th ed.). McGraw Hill.					Marshall, G. W., & Johnston, M. W. (2024)	
Reference Books:								
S.No		Book Title					Author	
1		Marketing (2025 ed.) Cengage Learning.					Pride, W. M., & Ferrell, O. C. (2025)	
NPTEL/ Youtube/ Faculty Video Link:								
1		https://www.youtube.com/watch?v=uTIfDBH80HU&list=PLPjSqITyvDeUgSjU9XcEdZmd5Epz1L-Yn						
2		https://www.youtube.com/watch?v=DPGJuYNwBJs						
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance		
			5	5	5	5		
20			20				60	100

Course Code: BBBA0205		Course Name: Quantitative Techniques for Decision Making				L	T	P	C
Course Offered in: School of Management (BBA)						3	0	0	3
Pre-requisite: Basic knowledge of statistics.									
Course Objectives: This course aims to provide students with a comprehensive understanding of mathematical and statistical tools essential for informed decision-making in business and management contexts. Students will develop proficiency in applying quantitative methods to analyze and solve complex problems, emphasizing their relevance across various functional areas such as operations, finance, marketing, and strategic planning.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Apply the basic concepts of operations research and LLP Problems in business modules.					K3			
CO2	Apply the basic concepts of transportation problems in business-related problems.					K3			
CO3	Apply the basic concepts of assignment problems and game theory in business-related problems.					K3			
CO4	Apply the concepts of sequencing problems in decision making.					K3			
CO5	Apply the decision-making techniques to achieve project success.					K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	2	1	1	-	-		
CO2		3	3	1	1	-	-		
CO3		3	2	1	1	-	-		
CO4		3	2	1	1	-	-		
CO5		3	2	1	1	-	-		
Course Contents / Syllabus									
Module 1		INTRODUCTION TO OPERATIONS RESEARCH & LPP					09 hours		
Introduction to Operations Research, Linear programming problem: Mathematical formulations of LP Models; Graphical method and Simplex method of solving Linear programming problem.									
Module 2		TRANSPORTATION PROBLEMS					09 hours		
Transportation problem: Initial basic feasible solution– North West Corner Method, Least Cost Method & Vogel Approximation Method.									
Module 3		ASSIGNMENT PROBLEM & GAME THEORY					09 hours		
Assignment model: Hungarian Method. Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.									
Module 4		SEQUENCING PROBLEMS					09 hours		
Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m-Machines Problems.									
Module 5		DECISION-MAKING					09 hours		
Decision-making under certainty, uncertainty and risk situations; Decision tree approach and its applications.									
Total Lecture Hours							45 hours		

Textbook:

1. S Kalawathy - Operation Research (Vikas IV Edition)
2. J K Sharma - Operations Research (Pearson, 3rd Edition)

Reference Books:

3. A.M. Natarajan, P. Balasubramani - Operations Research (Pearson Education)
4. Taha Hamdy - Operations Research: An Introduction (Prentice-Hall, 9th edition)

Self-Study Content Links:

		Duration (in Hrs)
MOOCs	https://www.coursera.org/learn/operations-research-modeling#modules https://www.coursera.org/learn/operations-research-algorithms#modules https://www.coursera.org/learn/operational-research-decision-optimization#modules	20 Hrs
Video Lectures	https://www.youtube.com/watch?v=4U3B5lr-MqM&t=8s , https://www.youtube.com/watch?v=wdGiekwXM2w , https://www.youtube.com/watch?v=XEA1pOtyrfo , https://www.youtube.com/watch?v=Q31jKiEXxdc , https://youtu.be/BUGIhEecipE , https://www.youtube.com/watch?v=h0bdo06qNVw , https://youtu.be/O3Zuq9-9Hu0 , https://www.youtube.com/watch?v=SSyGL8LTXXo , https://www.youtube.com/watch?v=a_tcLbJB1U4 , https://www.youtube.com/watch?v=uIpADPwzXi0	10 Hrs
Web References	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA5205.pdf https://www.acsce.edu.in/acsce/wp-content/uploads/2020/03/1585041316993_Module-4.pdf https://www.acsce.edu.in/acsce/wp-content/uploads/2020/03/OR-GAME-THEORY-MODULE-5.pdf https://gacbe.ac.in/pdf/ematerial/18BMA46S-U1.pdf	5 Hrs



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

Course Code: CBBBA0251		Course Name: AI Enabling Business				L	T	P	C
Course Offered in: BBA						0	0	2	1
Pre-requisite: Basic understanding of business processes, fundamentals of business analytics, and familiarity with spreadsheets (Excel). No prior programming knowledge required.									
Course Objectives: To develop conceptual clarity of Artificial Intelligence and Intelligent Automation in business contexts while enabling students to identify and design AI-driven automation opportunities in business processes.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand basic concepts and applications of AI technologies.					K2			
CO2	Apply AI tools and techniques in business functions.					K3			
CO3	Create AI-supported research, documents, and presentations.					K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	2	1	2	1	1		
CO2		3	3	2	2	2	3		
CO3		2	3	2	2	3	3		
Course Contents / Syllabus									
Module 1	Introduction to Artificial Intelligence and Emerging AI Technologies							8 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							8 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 3	AI Tools Kit* (Tools may vary as per industry requirements)							9 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.									
Total Lecture Hours								25 hours	
Textbook:									
S.No	Book Title							Author	
1	Artificial Intelligence for the Real World							Davenport, T. & Ronanki, R.	
2	Artificial Intelligence in Practice							Marr, B.	
Reference Books:									
S.No	Book Title							Author	
1	Artificial Intelligence: A Modern Approach (conceptual reference)							Russell & Norvig	
2	McKinsey Reports on AI and Automation (latest editions)							McKinsey	
NPTEL/ Youtube/ Faculty Video Link:									
1	https://www.mckinsey.com/capabilities/quantumblack/our-insights								
2	https://hbr.org/topic/artificial-intelligence								
3	https://www.ibm.com/topics/artificial-intelligence								
Mode of Evaluation									
CIE				PE			Total		
PS									
50				50			100		

Course Code: CBBBA0252			LAB Course Name: Applied Foundations of Excel			L	T	P	C
Course Offered in: BBA						0	0	4	2
Pre-requisite: The student must understand basic computer terminology and must have knowledge of basic Excel.									
Course Objectives: To equip learners with the ability to effectively use Microsoft Excel for data entry, formatting, and spreadsheet management, while developing skills to apply formulas and functions for business calculations and data processing. It focuses on enabling students to organize and analyze data using tools such as sorting, filtering, and data validation, and to create meaningful insights through Pivot Tables and Pivot Charts. Additionally, the course introduces data visualization techniques and practical business applications, helping learners use Excel as a tool for efficient decision-making and reporting.									
Course Outcome: After completion of the course, the student will be able to							Bloom's Knowledge Level (KL)		
CO1	Demonstrate the use of Excel for data entry, formatting, and basic spreadsheet operations.					K2			
CO2	Apply formulas and functions to perform business calculations and data processing.					K3			
CO3	Analyze and organize data using tools such as sorting, filtering, and data validation.					K4			
CO4	Develop and interpret Pivot Tables and Pivot Charts for effective data analysis.					K4			
CO5	Create charts and basic dashboards to present data for business decision-making.					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		2	2	1	2	2	2		
CO2		3	3	1	2	1	2		
CO3		2	3	1	2	2	2		
CO4		2	3	1	2	2	2		
CO5		3	3	1	3	2	3		
Course Contents / Syllabus									
List of Practicals (Indicative & Not Limited To)									
1. Creating and Managing Excel Workbooks and Worksheets									
2. Performing Basic Spreadsheet Operations and Page Setup									
3. Applying Cell Formatting and Number Formatting Techniques									
4. Using Conditional Formatting and Data Cleaning Tools									
5. Working with Basic Formulas and Cell Referencing									
6. Using Logical, Text, and Date Functions in Excel									
7. Performing Data Sorting, Filtering, and Validation									
8. Creating Pivot Tables and Pivot Charts for Data Analysis									
9. Creating and Customizing Charts for Business Reports									
10. Developing Basic Dashboards for Sales and Budget Analysis									
Total Hours: 48 hrs.									
Mode of Evaluation									
CIE					PE			Total	
PS									
50					50			100	

Course Code: CBBBA0259		Course Name: Social Internship				L	T	P	C				
Course Offered in: BBA						0	0	4	2				
Pre-requisite: Duration: 30 Hours of Field Engagement / Community Work													
Course Objectives: The course aims to foster creative thinking, critical analysis, ethical values, and social responsibility through experiential learning and active community engagement, particularly in rural and under-served areas. By integrating design thinking, collaboration, and civic participation aligned with NEP 2020, the course enables learners to understand real-world social challenges and develop innovative, sustainable, and community-centered solutions for meaningful societal impact.													
Course Outcome: After completion of the course, the student will be able to								Bloom's Knowledge Level (KL)					
CO1	Identify and analyze social, cultural, and economic issues in rural and under-served communities through experiential and field-based learning.							K4					
CO2	Apply design thinking and collaborative problem-solving approaches to propose sustainable and community-oriented solutions to grassroots challenges.							K3					
CO3	Demonstrate ethical values, social responsibility, empathy, leadership, and teamwork during community engagement and social outreach activities.							K3					
CO4	Evaluate the impact and effectiveness of community initiatives and sustainable practices through critical reflection and stakeholder interaction.							K5					
CO5	Develop innovative project reports, action plans, or intervention strategies aligned with holistic education and civic engagement principles of NEP 2020.							K6					
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)													
CO-PO Mapping		PO1		PO2		PO3		PO4		PO5		PO6	
CO1		2		3		2		2		1		2	
CO2		2		2		3		2		2		2	
CO3		2		2		2		2		3		3	
CO4		2		2		2		3		2		2	
CO5		3		2		2		2		2		2	
Course Contents / Syllabus													
Internship Guidelines													
1. Students shall undertake field-based activities individually or in groups under the supervision of a core faculty member in collaboration with NGOs, rural communities, local bodies, social enterprises, or CSR organizations. 2. Activities may include: Rural/community immersion programs, NGO/CSR project participation, Financial literacy campaigns, Women empowerment initiatives, Education support programs, Environmental sustainability projects, Health and hygiene awareness drives, Digital inclusion and literacy programs, Waste management, Skill development initiatives. 3. Deliverables: Field Diary/Logbook, Community Survey Report, Reflective Learning Report, Final Internship Report, Presentation and Viva Voce. 4. The Internship Project Report carries 100 marks evaluated by two examiners (external and internal) 5. Project Report (50 marks by internal guide) + Presentation and Viva Voce (50 marks by 2 examiners).													
Reference Books:													
S.No		Book Title										Author	
1		Government reports on rural development and SDGs											
2		NGO and CSR project reports											
3		Research articles on social innovation and community development											
Mode of Evaluation													
CIE						PE						Total	
PS													
50						50						100	