

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

Second Year

(Effective from the Session: 2026-27)

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Bachelor of Business Administration

Evaluation Scheme

SEMESTER III

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	BBBA0301	Design Thinking & Innovation	Mandatory	3	0	0	20	20	0	40	60	0	100	3
2	BBBA0303	Human Resource Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
3	BBBA0304	Marketing Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
4	BBBA0305	Production & Operations Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
5	BBBA0306	Consumer Behavior	Mandatory	3	0	0	20	20	0	40	60	0	100	3
6	BBBA0307	Management Information System	Mandatory	3	0	0	20	20	0	40	60	0	100	3
7	BBBA0352	Advanced Excel	Mandatory	0	0	4	0	0	50	50	0	50	100	2
8	BBBA0353	Personal Branding in Action	Mandatory	0	0	2	0	0	25	25	0	25	50	1
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,

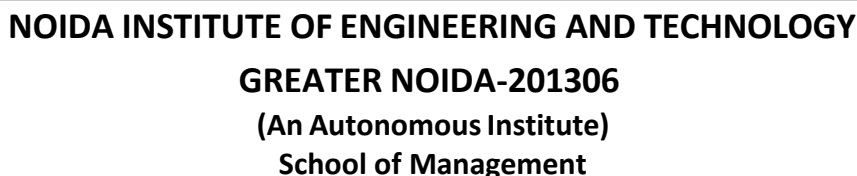
NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute)

Bachelor of Business Administration
Evaluation Scheme
SEMESTER IV

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	BBBA0401	Business Research Methods	Mandatory	3	0	0	20	20	0	40	60	0	100	3
2	BBBA0402	Basics of Digital Marketing	Mandatory	3	0	0	20	20	0	40	60	0	100	3
3	BBBA0403	Entrepreneurship & Startup Eco System	Mandatory	3	0	0	20	20	0	40	60	0	100	3
4	BBBA0404	Foundations of Business Analytics	Mandatory	3	0	0	20	20	0	40	60	0	100	3
5	BBBA0407	International Business Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
6	BBBA0408	Financial Management	Mandatory	3	0	0	20	20	0	40	60	0	100	3
7	BBBA0451	Business Intelligence & Data Visualization	Mandatory	0	0	4	0	0	50	50	0	50	100	2
8	BBBA0452	Professional Etiquettes & Communication	Mandatory	0	0	2	0	0	25	25	0	25	50	1
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,



Course Code: BBBA0301		Course Name: Design Thinking & Innovation		L	T	P	C
Course Offered in: BBA				3	0	0	3
Pre-requisite: Basic understanding of English and General sciences & human behaviour.							
Course Objectives: The objective of this course is to familiarize students with design thinking process as a tool for breakthrough innovation. It aims to equip students with design thinking skills and ignite the minds to create innovative ideas, develop solutions for real-time problems.							
Course Outcome: After completion of the course, the student will be able to				Bloom's Knowledge Level (KL)			
CO1	Understand the design process and apply it in a variety of business settings			K3			
CO2	Analyze self, culture, teamwork to work in a multidisciplinary environment and exhibit empathetic behaviour			K4			
CO3	Apply design thinking tools for defining problem statements and generating innovative ideas using design tools			K3			
CO4	Create Prototype and test them for given scenarios.			K6			
CO5	Understand the need for innovative mindset and problem-solving skills in solving business problems			K2			
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	3
CO2		2	2	3	2	3	2
CO3		3	3	2	2	2	3
CO4		3	3	2	1	2	3
CO5		3	3	2	2	2	3
Course Contents / Syllabus							
Module 1		Introduction to Design Thinking					8 hours
An overview of future skills, introduction to design thinking, traditional problem solving versus design thinking, history of design thinking, wicked problems. Introduction to elements and principles of design. Examples of Great Design, Design Approaches across the world.							
Module 2		Ethical Values & Empathy					8 hours
Understanding humans as a combination of self and body, basic physical needs, prosperity, understanding culture. Ethical behaviour: effects on self and society. Empathy tools: Interviews, empathy maps, emotional mapping, immersion, Emotional Intelligence, customer journey maps.							
Module 3		Problem Statement and Ideation					8 hours
Defining the problem statement, creating personas, Themes of Thinking, brainstorming, double diamond approach, four W's analysis, 5 why's. How Might We, Mind-Map, six thinking hats, Mural, JamBoard.							
Module 4		Prototyping & Testing					8 hours
Prototyping & Tools, Types of prototypes, Minimum Viable Prototype. Need of Testing: Testing of design with people, Testing mindset, Conducting usability test, Testing scenarios and methods, Observation and shadowing methods, Validation.							
Module 5		Innovation					8 hours
Innovation: Definition, Types, Barriers in innovation, Innovation Management, Principles of innovation, Innovation ecosystem at various levels. Strategic Foresight, Renewing innovations.							
						Total Lecture Hours	40 hours
Textbook:							
S.No	Book Title				Author		
1.	UnMukt: Science & Art of Design Thinking				Arun Jain, 2020, Polaris		
2.	Solving Problems with Design Thinking – Ten Stories of What Works				Jeanne Liedta, Andrew King and Kevin Benett, 2013, Columbia Business School Publishing		
Reference Books:							

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S.No	Book Title	Author
1.	Innovation Management	Jauhari V., Bhushan S., Oxford, 2019
2.	Design of Business: Why Design Thinking is the Next Competitive Advantage	Roger L. Martin, 2009, Harvard Business Press

NPTEL/ Youtube/ Faculty Video Link:

	https://nptel.ac.in/courses/110/106/110106124/
	https://designthinking.ideo.com/
	https://swayam.gov.in/nd1_noc19_mg60/preview

Mode of Evaluation

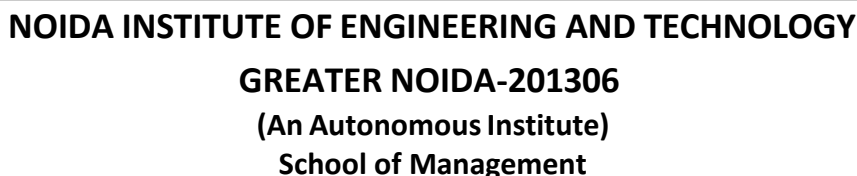
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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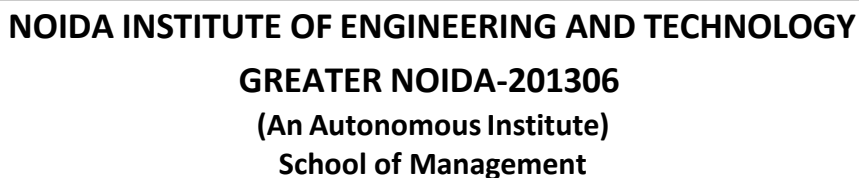
Course Code: BBBA0303		Course Name: Human Resource Management				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Human Resources Basics, Quantitative Skills, Analytical Thinking, Strategic Human Resource Management knowledge.									
Course Objectives: To make students understand the fundamentals of Human Resource Management, explore the role of training and development programmes, understand the impact that HRM has on company performance and corporate identity, and identify common HRM practices and issues that impact stakeholders.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand the concept of human resource management in a global context.					K2			
CO2	Analyze and forecast the need for Human Resource Planning.					K4			
CO3	Understanding of various techniques of employee training and performance appraisal.					K2			
CO4	Understanding the compensation of employees and understand employee performance.					K2			
CO5	Understand the trend and challenges of Human Resource management					K2			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	2	2	3	1	1		
CO2		3	3	1	2	1	2		
CO3		3	3	2	1	2	1		
CO4		3	3	2	1	2	1		
CO5		2	2	3	3	2	2		
Course Contents / Syllabus									
Module 1		Introduction to HRM						8 hours	
Meaning, definition, importance, scope, and objectives of HRM. Evolution and development of HRM. Approaches to HRM – Personnel Management Vs HRM. HRM and competitive advantage. HR department composition, role, and functions.									
Module 2		Procurement of HR						8 hours	
Meaning and Importance of planning; Job analysis – job description, job specification, methods of job analysis. Human Resource Planning (HRP). Recruitment – concept, sources. Selection – concept, process, test, interview, placement, induction, and socialization; retention.									
Module 3		Training and Development						8 hours	
Concepts; importance; Training Methods and Executive development methods – On the job training, Off the job training. Management Development Programs; Employee Development Methods. Evaluating Training and Development Effectiveness.									
Module 4		Performance Appraisal & Compensation						8 hours	
Performance appraisal – need and Importance, objectives, process, and methods. Compensation – Objective, Principles, classification, Components of Compensation. Linking compensation to performance.									
Module 5		HRM Trends & Challenges						8 hours	
Strategic HRM, Electronic HRM, Green HRM, Human Resource Information System (HRIS), HR Audit, workforce diversity, downsizing, work-life balance. Future trends and challenges in HRM.									
						Total Lecture Hours		40 hours	
Textbook:									
S.No	Book Title				Author				
1.	Human Resource Management, 17th ed.				Gary Dessler & Biju Varkkey (2023)				
2.	Human resource management				Bratton, J., Gold, J., Bratton, A., & Steele, L... Bloomsbury Publishing. 2021				

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Reference Books:								
S.No	Book Title						Author	
1.	Human resource management						Stone, R. J., Cox, A., & Gavin, M., John Wiley & Sons, 2020	
2.	The Basic of Human Resource Management, 6th ed.						Widarni, E. L., & Bawono, S., Book Rix, 2020	
NPTEL/ Youtube/ Faculty Video Link:								
	https://youtu.be/zAy6xT8Rvag							
	https://youtu.be/bI9RZjF-538							
	https://youtu.be/c8_avX9miag							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	10



Course Code: BBBA0304		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: Provide a comprehensive understanding of fundamental marketing concepts, theories, and principles and equip students with the knowledge and tools necessary to address marketing challenges in a dynamic technological environment.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand basic marketing concepts, analyse marketing environment and marketing plans					K2			
CO2	Analyse product mix and create effective segmentation, targeting and positioning strategies					K4			
CO3	Develop successful price and distribution mix.					K6			
CO4	Analyse situations and develop an efficient promotion mix					K6			
CO5	Understand emerging trends in marketing and ethical responsibility of business.					K2			
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	1	2	1	2		
CO3		3	3	1	2	1	2		
CO4		3	3	2	2	2	2		
CO5		2	2	3	3	1	2		
Course Contents / Syllabus									
Module 1		Introduction to Marketing						8 hours	
Definition of markets, marketing, and marketing management. Marketing Mix. Understanding the consumer, consumer markets, and business markets. Micro and macro environment, strategic planning in marketing. BCG Matrix.									
Module 2		Product & STP Strategy						8 hours	
Concept, definition, process of Segmentation, Targeting (including AI based targeting), and Positioning strategies. Product: Concept and product types and levels, New product development, Product Life Cycle. Product Mix decisions.									
Module 3		Price & Distribution Mix						8 hours	
Meaning, Determinants of price, pricing methods and strategies. Marketing channel decisions: Channel functions, types of intermediaries (wholesalers and retailers). Physical distribution and logistics.									
Module 4		Promotion Mix						8 hours	
Promotion mix, advertising, sales promotion, public relations, and personal selling. Introduction to digital marketing and its components. AI for personalisation, User generated content, data insights.									
Module 5		Emerging Trends & Ethical Issues						8 hours	
Green marketing, rural marketing, and international marketing. Ethical issues in marketing and corporate social responsibility. Sustainable marketing and future trends.									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title				Author				
1.	Marketing Management, 17th ed.				Kotler, P., Keller, K. L., & Chernev, A. (2025), Pearson				
2.	Marketing Management, 4th ed.				Marshall, G. W., & Johnston, M. W. (2024), McGraw Hill				
Reference Books:									



S.No	Book Title	Author						
1.	Marketing, 2025 ed.	Pride, W. M., & Ferrell, O. C. (2025), Cengage Learning						
NPTEL/ Youtube/ Faculty Video Link:								
	https://youtu.be/ZaKbhKN93Yw							
	https://www.iedunote.com/marketing-management							
	https://youtu.be/4mCOTA5Spe8							
	https://www.youtube.com/watch?v=2Dae_6FHdmE							
	https://www.youtube.com/watch?v=gO8H4kRtnLc							
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: BBBA0305		Course Name: Production and Operations Management				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Knowledge of Supply Chain Management									
Course Objectives: This course provides sound understanding of the various concepts of Production and Operations Management that affects the overall business strategy and performance of the firm. It also provides the roadmap for optimal utilization of the resources by incorporating the learning of topics like Materials Management and Inventory Control.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand the fundamentals of Production and Operations Management and its role in business strategy.					K2			
CO2	Analyse the various types of Manufacturing Systems and knowledge about product design and development.					K4			
CO3	Comprehend the importance of decision making with respect to Plant location and Plant Layout.					K2			
CO4	Understand and apply the concepts of Materials Management and Inventory Control.					K3			
CO5	Apply the various important techniques of Quality Control in order to produce quality products.					K3			
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	2		
CO2		3	3	1	2	1	3		
CO3		3	3	2	2	1	2		
CO4		3	3	1	2	2	2		
CO5		3	3	2	2	2	2		
Course Contents / Syllabus									
Module 1		Introduction to POM						8 hours	
Nature and Scope of Production Management, Functions of Production Management, Production Systems, Responsibilities of a production manager. Introduction to Production Planning and Control (PPC), Objectives of PPC.									
Module 2		Manufacturing Systems & Product Design						8 hours	
Types of Manufacturing Systems – Intermittent, Continuous Systems and other Manufacturing Systems. Product design and development, elements of product design, 4 C's of product design, 7 stages of product development, 4 Ps of product design.									
Module 3		Plant Location & Layout						8 hours	
What is Plant Location, Methods of determining Plant Location, Factors affecting plant Location. What is Plant Layout, Methods of determining Plant Layout, Factors affecting Plant Layout, Types of Plant Layout.									
Module 4		Inventory Management						8 hours	
Materials Management and Inventory Control, Purchasing, Economic Order Quantity (EOQ), Lead Time, Reorder Level/Point. Numericals on EOQ, Lead Time and Reorder Level of Inventory. ABC Analysis.									
Module 5		Quality Control						8 hours	
Quality Control: Meaning and Importance, Quality Assurance. Quality Circles, TQM, JIT, Statistical Quality Control. Techniques and tools for quality improvement.									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title				Author				
1.	Production Operation Management, 4th ed.				B.S. Goel (2024)				
2.	Production and Operation Management, 5th ed.				S.N Charry (2020)				



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Reference Books:

S.No	Book Title	Author
1.	Production and Operation Management, 4th ed.	S.N Charry (2020)

NPTEL/ Youtube/ Faculty Video Link:

<https://www.youtube.com/watch?v=2lJie1Rn3xM>

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: BBBA0306		Course Name: Consumer Behavior				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Principles of Marketing									
Course Objectives: The course aims to develop an understanding of consumer behavior concepts and their relevance in marketing decisions; analyze psychological, social, cultural, and personal determinants influencing consumer buying behavior; understand consumer decision-making processes in both traditional and digital marketplaces; examine consumer motivation, perception, learning, attitude formation, post-purchase behavior and apply consumer behavior theories to real-life marketing situations and business strategies.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Explain the fundamental concepts, models, and importance of consumer behavior in marketing.					K2			
CO2	Analyze psychological and personal factors affecting consumer purchase decisions.					K4			
CO3	Examine social, cultural, and group influences on consumer behavior.					K4			
CO4	Evaluate consumer decision-making processes and post-purchase behavior in digital and traditional markets.					K5			
CO5	Apply consumer behavior theories for marketing strategy formulation and consumer engagement.					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	1	1		
CO2		3	3	2	2	1	1		
CO3		2	3	2	2	1	1		
CO4		2	3	3	3	2	2		
CO5		3	2	3	2	3	2		
Course Contents / Syllabus									
Module 1		Introduction to Consumer Behavior				8 hours			
Meaning, nature, and scope of consumer behavior, Importance of studying consumer behavior, Consumer roles and types of consumers, Consumer behavior models, Consumer research process, Emerging trends in consumer behavior, Digital consumer behavior and online buying patterns.									
Module 2		Consumer Motivation, Personality, and Perception				8 hours			
Consumer motivation and needs hierarchy, Maslow's Need Hierarchy Theory, Herzberg's Motivation Theory, Personality theories and consumer personality traits, Self-concept and lifestyle analysis, Perception process, Consumer learning theories.									
Module 3		Social and Cultural Influences on Consumer Behavior				8 hours			
Culture and subculture, Cross-cultural consumer behavior, social class and status, Family and household influences, Reference groups and opinion leaders, Word-of-mouth communication, social media influencers and digital communities, Consumer behavior in Indian markets.									
Module 4		Consumer Decision-Making Process				8 hours			
Consumer decision-making models, Customer satisfaction and loyalty, Consumer complaint behavior, Organizational buying behavior, Online consumer decision-making process.									
Module 5		Consumer Behavior Applications and Emerging Trends				8 hours			

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Consumer segmentation and targeting, Consumer behavior and branding strategies, Neuromarketing and behavioral economics, Green consumer behavior, Digital marketing and consumer engagement, Artificial Intelligence and consumer analytics, Mobile commerce and social commerce, Rural and urban consumer behavior.

Total Lecture Hours	40 hours
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Textbook:

S.No	Book Title	Author
1	Consumer Behavior	Leon G. Schiffman & Joseph Wisenblit
2	Consumer Behavior: Building Marketing Strategy	Del I. Hawkins & David Mothersbaugh

Reference Books:

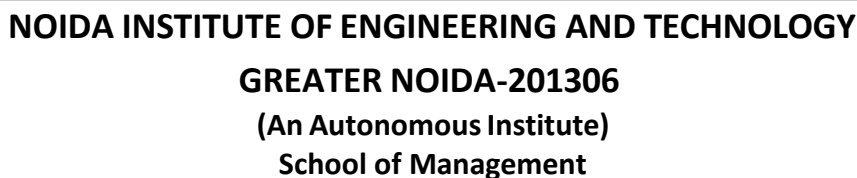
S.No	Book Title	Author
1	Consumer Behavior	Suja R. Nair
2	Consumer Behaviour in Indian Context	Ramanuj Majumdar

NPTEL/ Youtube/ Faculty Video Link:

1	https://www.youtube.com/watch?v=consumer-behavior-intro
2	https://nptel.ac.in/courses/110105041

Mode of Evaluation

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



Course Code: BBBA0307		Course Name: Management Information System			L	T	P	C
Course Offered in: BBA					3	0	0	3
Pre-requisite: Basic understanding of business concepts, Fundamental knowledge of computers and IT								
Course Objectives: To equip students with the knowledge and skills to leverage information systems for effective decision-making, problem-solving, and optimizing business operations.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Explain the fundamentals of Information Systems and Management Information Systems (MIS), including the role of MIS in organizational management functions and decision-making.				K2			
CO2	Analyze the various types of Information Systems such as TPS, DSS, ESS, and functional information systems including MKIS, MFIS, FIS, and HRIS used in organizations.				K4			
CO3	Describe the concepts of Database Management Systems (DBMS), data models, database architecture, and their applications in Management Information Systems.				K2			
CO4	Discuss the fundamentals of computer networks, communication technologies, network topologies, and the applications of Internet, Intranet, and Extranet in business organizations.				K2			
CO5	Evaluate the concepts of E-Commerce and E-Business models, electronic payment systems, E-CRM, E-Governance, and security and ethical issues in digital business environments.				K5			
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	1	-	
CO3		2	3	-	-	-	1	
CO4		2	2	1	2	1	1	
CO5		3	3	3	2	1	2	
Course Contents / Syllabus								
Module 1		Fundamentals of Information Systems and MIS				8 hours		
Definition of Data and Information , Differences between Data and Information, Characteristics of Information, Definition and Characteristics of System ,Definition of Information System , Role of Information Systems at different levels and strategic level , Definition of MIS ,Role of MIS in an Organization ,Processes of Management ,Role of MIS in Planning, Organizing, Staffing, Directing and Controlling.								
Module 2		Major Information Systems and Functional Information Systems				8 hours		
Major Information Systems of an Organization, TPS (Transaction Processing System), MIS (Management Information System), DSS (Decision Support System), ESS (Executive Support System), Definition, Functions, Characteristics and Benefits of Information Systems, Distinction between MIS and DSS, Marketing Information System (MKIS), Manufacturing Information System (MFIS), Financial Information System (FIS), Human Resource Information System (HRIS).								
Module 3		Database Management System (DBMS)				8 hours		
Introduction to Database Management System, Definition of Database, Problems with Traditional File System, Concept of DBMS, Advantages and Limitations of DBMS, Applications of DBMS in MIS, Introduction to Data Models and Database Architecture.								
Module 4		Computer Networks and Communication				8 hours		
Introduction to Computer Networks, Definition, Benefits and Competitive Advantage, Technological Foundation of Computer Networks, Data Transmission Rate, Transmission Technology, Network Topology, Types of Networks such as LAN, WAN and MAN, Features and Benefits of Networks, Internet, Intranet and Extranet Concepts.								

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Module 5		E-Commerce and E-Business					8 hours	
Introduction to E-Business, Models of E-Business such as B2B, B2C, C2B and C2C, E-Commerce – Definition, Features, Benefits and Limitations, Electronic Data Interchange (EDI), Electronic Payment System, E-CRM, E-Governance, Security and Ethical Issues in E-Commerce.								
Total Lecture Hours							40 hours	
Textbook:								
S.No		Book Title					Author	
1		Management Information Systems					Mahadeo Jaiswal & Monika Mital , 2004	
2		Management Information Systems					W.S. Jawadekar, Tata McGraw Hill Publishing , 2015	
Reference Books:								
S.No		Book Title					Author	
1		Management Information Systems					Dharminder Kumar & Sangeeta Gupta, 2005	
2		Management Information Systems					Kenneth C. Laudon & Jane P. Laudon , 2025	
Self-Study Content Links:								
MOOCs								
1. https://nptel.ac.in/courses/106105183 2. https://www.udemy.com/topic/database-management/?srsltid=AfmBOoreweHuyOFACYmyi2GgmmFE24TE8sAZZAYLqUwLvkgTlorknTP 3. https://www.udemy.com/course/online-income-business-course-shopify-amazon-marketing/ 4. https://onlinecourses.nptel.ac.in/e-learning/preview/noc20_mg59 5. https://onlinecourses.nptel.ac.in/e-learning/preview/noc20_mg60								
Video Lectures								
1. https://www.youtube.com/watch?v=DaM0GIvW_yc&list=PLJtJvO3aaWe3yr3vNZWWWSjk7-CArNztG 2. https://www.youtube.com/watch?v=OWX4RvijwLw 3. https://www.youtube.com/playlist?list=PLEAYkSg4uSQ2NMmzNNsEK5RVbhxqx0BZF 4. https://www.youtube.com/watch?v=vzb5gyms-60&list=PLDb-yHQXnvp9wCMDKSGdrU6yuQAEPoYk7 5. https://www.youtube.com/watch?v=hhurNsYjRqo&list=PLbRMhDVUMngcukfJf-ChqlbjZzthAbRPw								
Web References								
1. https://www.geeksforgeeks.org/computer-organization-architecture/management-information-system-mis/ 2. https://www.geeksforgeeks.org/business-studies/decision-support-system/ 3. https://www.tutorialspoint.com/dbms/index.htm 4. https://www.khanacademy.org/computing/computers-and-internet/xcae6f4a7ff015e7d:the-internet/xcae6f4a7ff015e7d:connecting-networks/a/computer-networks-overview 5. https://www.coursera.org/in/articles/ecommerce								
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance	60	100
			5	5	5	5		
20			20				60	100

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Course Code: BBBA0352		Course Name: Advanced Excel				L	T	P	C
Course Offered in: BBA						0	0	4	2
Pre-requisite: Basic computer literacy. Fundamental understanding of Microsoft Excel: ability to navigate the interface, enter and format data, create basic formulas (e.g., SUM, AVERAGE), and manage files.									
Course Objectives: Master Advanced Excel Formulas and Functions: Proficiently use a wide range of logical, lookup/reference, text, date/time, financial, and statistical functions to perform complex calculations and manipulate data. Implement Effective Data Management Techniques. Conduct Robust Data Analysis using PivotTables, Pivot Charts, Slicers, and Timelines.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Demonstrate proficiency in structuring data and utilizing advanced Excel formulas for complex business computations.					K3			
CO2	Analyze business data effectively using PivotTables, PivotCharts, and other data summarization tools.					K4			
CO3	Develop and evaluate business models using Excel's What-If analysis tools to support managerial decision-making.					K5			
CO4	Create impactful data visualizations and reports using advanced charting techniques and dashboarding principles.					K6			
CO5	Design and implement well-structured Excel solutions to address common managerial problems.					K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	3	1	1	1	2		
CO2		3	3	1	2	1	2		
CO3		3	3	2	2	1	3		
CO4		2	3	1	2	2	2		
CO5		3	3	2	2	2	3		
Course Contents / Syllabus									
Module 1		Data Management & Core Formulas						6 hours	
Spreadsheet design, Excel Tables, Advanced Sort/Filter, Data Validation, Logical functions (IFs), Text Functions, Error Handling. Lab exercises on data structure and logic/text formulas. Assignment 1.									
Module 2		Advanced Formulas & Functions						6 hours	
Lookup functions (VLOOKUP, INDEX-MATCH, XLOOKUP), Date/Time Functions, Financial Functions (PV, NPV, IRR, PMT). Lab exercises on lookups and date/financial functions.									
Module 3		Data Analysis with PivotTables						6 hours	
Creating/Modifying PivotTables, Grouping, Calculated Fields/Items, Slicers, Timelines, Pivot Charts. Introduction to Get & Transform (Power Query) & Data Model. Lab exercises and Assignment 2.									
Module 4		Business Modeling & What-If Analysis						6 hours	
Scenario Manager, Goal Seek, One/Two-variable Data Tables, Solver Add-in for optimization. Building flexible models. Lab exercises and Assignment 3.									
Module 5		Visualization, Reporting & Capstone						6 hours	
Advanced Charting (Combo, Waterfall, Dynamic Charts), Conditional Formatting, Sparklines. Basic Dashboard Design. Sheet/Workbook Protection, Introduction to Macros (Recording). Final Project.									
Total Lecture Hours								30 hours	
Textbook:									
S.No	Book Title				Author				



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1.	Excel 2019 All-In-One: Master the new features of Excel 2019/Office 365	Lokesh Lalwani
2.	Microsoft Excel Formulas and Functions (Office 2021 and Microsoft 365), 1st ed.	Paul McFedries

Reference Books:

S.No	Book Title	Author
1.	Mastering Microsoft Excel Functions And Formulas	WebTech Sol.

NPTEL/ Youtube/ Faculty Video Link:

	https://www.youtube.com/watch?v=PIPgYOFJROI
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Mode of Evaluation

PS	PE	Total
50	50	100

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Course Code: BBBA0353		Course Name: Personal Branding in Action				L	T	P	C
Course Offered in: BBA						0	0	2	1
Pre-requisite: Basic understanding of personal branding concepts and self-awareness of one's skills, strengths, and professional identity.									
Course Objectives: The objective of the "Personal Branding in Action" course is to help learners develop an authentic personal brand based on their strengths and values, and to apply practical strategies to build visibility, credibility, and professional influence.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Explain the fundamental concepts of personal branding and business branding, including their importance, characteristics, and differences with suitable examples.					K2			
CO2	Analyze the relationship and differences between personal identity and business identity, and examine how brand values, voice, and narrative contribute to a strong brand structure.					K4			
CO3	Develop and evaluate an integrated personal and business branding strategy that ensures consistency, authenticity, and supports business growth and brand synergy.					K5			
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		2	3	1	2	1	2		
CO3		2	1	3	2	2	2		
Course Contents / Syllabus									
Module 1		Personal & Business Branding					10 hours		
Definition and Importance of Personal Branding, Characteristics of Personal Branding, Examples of Successful Personal Brands, Difference Between Personal Brand and Corporate Brand, Impact of Personal Branding on Business Success, Definition and Significance of Business Branding, Case Studies of Successful Business Brands, Synergy Between Personal and Business Branding, Analyzing Strengths and Skills of Brand, Creating a Unique Identity in the Market, Ethics and Authenticity in Branding.									
Module 2		Building a Strong Brand					8 hours		
Difference Between Personal and Business Identity, Overlapping Elements of Personal and Business Identity, Decoding Core Values: Personal vs. Business Perspectives, Consistency Across All Brand Touchpoints, Crafting Brand Voices: Personal vs. Business Variance, Creating a Compelling Brand Narrative with Examples.									
Module 3		Integrated Personal and Business Branding					12 hours		
Integrating Personal and Business Branding, Develop consistent brand messaging across social media platforms, Create a unified digital and professional presence, Build credibility, trust, and audience engagement, Meaning and Importance of Seamless Brand Connection, Consistency in Brand Message and Communication, Unified Visual Branding (logo, colors, typography, style), Authenticity and Trust Building, Leveraging Personal Brand for Business Growth, Importance of Personal Branding for Entrepreneurs and Professionals, Best Practices for Sustainable Brand Development.									
Total Lecture Hours							30 hours		
Textbook:									
S.No		Book Title					Author		
1		You Are the Brand (2018)					Mike Kim		
Reference Books:									
S.No		Book Title					Author		
1		Brand You (2021)					Giuliana Carrozza		

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NPTEL/ Youtube/ Faculty Video Link:		
1	Personal Branding 101 - Understanding the Basics and Fundamentals	
2	Preview: Personal Branding SWAYAM	
3	Fundamentals of Brand Development Free Online Course Alison	
Mode of Evaluation		
	PS	PE
	25	25
		Total
		50

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SEMESTER – IV

Course Code: BBBA0401		Course Name: Business Research Methods				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Basic knowledge of statistics, business concepts, and familiarity with MS Excel/SPSS.									
Course Objectives: To equip students with the knowledge and skills to systematically conduct business research, including formulating research problems, reviewing literature, designing research, applying sampling methods, collecting and analyzing data using statistical tools, and preparing professional research reports.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand research fundamentals and review of literature.					K2			
CO2	Formulate research problems.					K6			
CO3	Design sampling methods and develop appropriate data collection instruments.					K6			
CO4	Apply statistical analysis and hypothesis formulation for research data.					K3			
CO5	Prepare and present comprehensive research reports with ethical considerations.					K6			
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	1	2	1	2		
CO3		3	3	2	2	2	2		
CO4		3	3	1	2	1	2		
CO5		2	3	3	2	2	1		
Course Contents / Syllabus									
Module 1		Introduction to Research						8 hours	
Meaning, Objectives, Importance of Research; Types of Research; Characteristics of Good Research; Research Process; Application of Research in Business. Purpose and Process of Literature Review; Sources of Literature; Writing the Review; Identifying Research Gaps.									
Module 2		Research Problem Formulation & Design						8 hours	
Defining and Refining Research Problems; Research Objectives and Questions; Structure of a research proposal. Types of Research Design (Exploratory, Descriptive, Causal); Identification of Variables; Conceptual and Theoretical Frameworks.									
Module 3		Sampling Techniques & Data Collection						8 hours	
Probability and Non-Probability Sampling; Sampling Error; Sample Size Determination. Primary and Secondary Data; Data Collection Methods (Survey, Interview, Observation); Instrument Design; Scaling and Measurement Techniques.									
Module 4		Hypothesis Formulation & Data Analysis						8 hours	
Meaning of Hypotheses; types, Type I & II error. Meaning, significance, Pre-requisite of data analysis, Univariate Analysis. Hypothesis formulation and numerical questions on univariate analysis.									
Module 5		Research Report Writing & Ethics						8 hours	
Structure and Components of a Report; Writing Style; Citations and References; Guidelines for presenting tabular data, Annexures. Ethical Issues in Research, COPE guidelines, plagiarism issues.									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title				Author				
1.	Research methodology: Methods and techniques, 5th ed.				Kothari, C. R., & Garg, G. (2024), New Age International Publishers				

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2.	Business research methods, 13th ed.	Cooper, D. R., & Schindler, P. S. (2018), McGraw-Hill Education
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Reference Books:

S.No	Book Title	Author
1.	Business Research Methods	Sharma, F.C, (2022), Shree Mahavir Book Depot
2.	Business research methods, 6th ed.	Bell, E., Harley, B., & Bryman, A. (2022), Oxford University Press

NPTEL/ Youtube/ Faculty Video Link:

	https://youtube.com/playlist?list=PLeoBtLuawOsUDwE6uW_D6Yy6pAFl2apEN
	https://youtu.be/Tc7C8eZaDm0

Mode of Evaluation

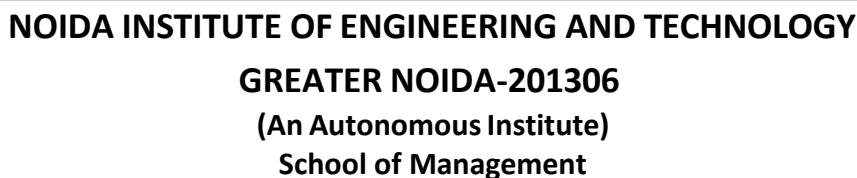
			CIE				ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: BBBA0402		Course Name: Basics of Digital Marketing				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Fundamental knowledge of marketing concepts and Social Media Marketing techniques.									
Course Objectives: To introduce students about digital and social media marketing techniques and decisions on digital platforms. Identify the benefits and advantages to a business of using social media to engage an audience. Build, manage, and sustain an active social media community.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand digital marketing concepts, tools, customer behavior, and business applications.					K2			
CO2	Understand content and email marketing strategies, content creation tools, and influencer marketing practices.					K2			
CO3	Understand blogging, content planning, and social media platforms for business promotion and engagement.					K2			
CO4	Implement SEO, SEM, PPC campaign setup, and marketing analytics tools for effective digital promotion, targeting, and positioning.					K4			
CO5	Analyze digital transformation, digital marketing trends, security issues, and online community engagement in Indian and global contexts.					K4			
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	2	3		
CO3		3	2	2	3	3	3		
CO4		3	3	2	3	2	3		
CO5		2	3	3	3	2	2		
Course Contents / Syllabus									
Module 1		Marketing in the Digital World					8 hours		
Digital marketing: Concept, Features, Difference between traditional and digital marketing, Moving from traditional to digital Marketing, Digital Consumer Behavior, The Digital Customer Journey, The Digital Opportunity, Digital and Your Organization, Business Growth and Digital Marketing Principles: Key Digital Marketing Concepts, Tools for Digital Marketing.									
Module 2		Content Marketing & Business Strategy					8 hours		
Content Marketing: Step-by-step Content Marketing, Developing a content marketing strategy, Content Types, Content Creation Tools, Influencer Marketing, eBook and Whitepapers, Email Marketing: Types of Emails in email marketing, Email Marketing best practices.									
Module 3		Social Media Marketing					8 hours		
Introduction to Blogging, Create a blog post for your project. Content Planning and writing. Introduction to Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns, Benefits of social media to Business, Role of social media.									
Module 4		Acquiring & Engaging Users through Digital Channels					8 hours		
Introduction of SEM, Search Engine Optimization: Overview of SEO Process, On-Page Optimization, Off-Page Optimization, Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Marketing gamification, marketing analytic tools to segment, target and position.									
Module 5		Digital Innovation and Trends					8 hours		
The contemporary digital revolution, digital transformation framework; security and privatization issues with digital marketing, Understanding trends in digital marketing - Indian and global context, online communities and co-creation.									

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Total Lecture Hours							40 hours	
Textbook:								
S.No		Book Title					Author	
1		Digital Marketing for Dummies. John Wiley & Sons, Inc, 2021					Ryan Deiss & Russ Henneberry	
Reference Books:								
S.No		Book Title					Author	
1		Digital Marketing: Strategy, Implementation and Practice. Pearson Publication, 2021 (7th Edition)					Dave Chaffey and Fiona Ellis-Chadwick	
NPTEL/ Youtube/ Faculty Video Link:								
1		Digital Marketing 101 (A Beginners Guide to Marketing In 2026)						
2		Intro to the Digital Garage						
3		Lecture 01: Emergence of Internet & social media						
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance	60	100
20			20	5	5	5	60	100



Course Code: BBBA0403		Course Name: Entrepreneurship & Startup Eco System			L	T	P	C
Course Offered in: BBA					3	0	0	3
Pre-requisite: General Management Concepts, Financial Management & Analysis								
Course Objectives: To introduce students to the fundamentals of entrepreneurship, startups, innovation, and entrepreneurial thinking while developing creativity and opportunity recognition skills. To familiarize learners with the Indian startup ecosystem, incubation support, startup financing, legal aspects, and the preparation and presentation of innovative business ideas.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Explain the concepts, functions, and significance of entrepreneurship and startups.				K2			
CO2	Describe the structure and support mechanisms of the Indian startup ecosystem.				K2			
CO3	Analyze entrepreneurial opportunities using creativity and innovation tools.				K4			
CO4	Examine startup financing sources, legal procedures, and government support systems.				K4			
CO5	Develop a basic business plan incorporating startup growth and sustainability strategies.				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	3		
CO2	2	2	1	2	1	3		
CO3	2	3	2	1	2	3		
CO4	3	3	1	3	1	2		
CO5	3	3	3	2	3	3		
Course Contents / Syllabus								
Module 1	Fundamentals of Entrepreneurship					8 hours		
Meaning, nature, and importance of entrepreneurship, Characteristics and functions of entrepreneurs, Types of entrepreneurs and startups, Entrepreneurship and economic development, Entrepreneurial competencies and skills, Challenges faced by entrepreneurs in India.								
Module 2	Startup Ecosystem in India					8 hours		
Concept of startup ecosystem, Evolution of startup culture in India, Startup India initiative and government support, Role of incubators, accelerators, and entrepreneurship cells, Institutional support agencies: MSME, SIDBI, NSIC, Atal Innovation Mission, Case studies of successful Indian startups.								
Module 3	Innovation and Opportunity Identification					8 hours		
Creativity and innovation in entrepreneurship, Idea generation techniques, Opportunity recognition and screening, Design Thinking basics for business viability, Business Model Canvas, Customer value proposition and market need analysis.								
Module 4	Startup Finance and Legal Framework					8 hours		
Sources of startup finance: bootstrapping, angel investors, venture capital, crowdfunding, Basics of financial planning for startups, Forms of business organization, Startup registration procedures, Introduction to Intellectual Property Rights (IPR), Government policies and incentives for startups.								
Module 5	Business Plan and Startup Growth					8 hours		
Meaning and importance of business plan, Components of a business plan, Marketing strategies for startups, Digital entrepreneurship and e-commerce, Growth and scaling strategies, Startup failures, challenges and sustainability, Emerging technology based startups.								
Total Lecture Hours						40 hours		
Textbook:								

S.No	Book Title	Author
1	Dynamics of Entrepreneurial Development and Management	Desai V.
2	Indian Entrepreneurship & Startup Ecosystem	Jose J., Mathew V.

Reference Books:

S.No	Book Title	Author
1	Shifting Orbits: Decoding the Trajectory of the Indian Start-up Ecosystem	Thillai R. A., Joffi T.

NPTEL/ Youtube/ Faculty Video Link:

1	https://www.youtube.com/watch?v=8rXsqUQ9fEA
2	https://www.youtube.com/watch?v=W9eo60MXfjw
3	https://www.youtube.com/watch?v=Uiqlu2gJu3k

Mode of Evaluation

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

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Course Code: BBBA0404		Course Name: Foundations of Business Analytics				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Understanding of basic statistics concepts such as mean, median, and mode; working knowledge of MS Excel.									
Course Objectives: The objective of this course is to teach students about various applications of business analytics so that they would be able to formulate and solve business problems.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand the basic concepts of Business Analytics.					K2			
CO2	Apply techniques of data cleaning for analysis and visualization.					K3			
CO3	Analyze data using various descriptive analytics methods.					K4			
CO4	Apply advanced data analytics methods for business decision-making.					K3			
CO5	Analyze time series data for forecasting.					K4			
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	2		
CO2		2	3	1	1	2	2		
CO3		2	3	1	1	1	2		
CO4		3	3	2	2	2	3		
CO5		2	3	1	2	1	3		
Course Contents / Syllabus									
Module 1		Introduction to Business Analytics					8 hours		
Business Analytics - Terminologies, Process, Importance, Relationship with Organizational Decision Making, Applications of Business Analytics. Types of Business Analytics: Descriptive, Predictive, and Prescriptive Modeling. Business analytics tools: Introduction to various tools such as R, Python, SPSS etc. and their salient features.									
Module 2		Data Preparation and Visualization					8 hours		
Preparing data: Getting data into Excel, editing data, data cleaning in Excel, functions, conditional formatting, pivot tables. Data Visualization using MS Excel: Charts types and uses in Excel, Data dashboards, Heat maps.									
Module 3		Descriptive Analytics					8 hours		
Descriptive statistics: Concept of measures of location - mean, median, mode. Measures of variability - Range, Variance, Standard deviation, and Coefficient of variation. Descriptive analytics using Excel: Ascertaining mean, median, mode, variance, standard deviation, correlation coefficient, etc. using Excel.									
Module 4		Predictive and Prescriptive Analytics					8 hours		
Linear regression, multiple regression: Simple linear regression model, least squares method, assessing the fit of the simple linear regression model. Data mining techniques, the concept of supervised and unsupervised learning.									
Module 5		Time Series Forecasting					8 hours		
Concept of time series forecasting: Basic concepts of trends, seasonality and cyclicity, identifying trends, seasonality and cyclicity using graphs. Forecasting models: Concept of auto-regression and autocorrelations, concept of AR, MA and ARIMA models.									
Total Lecture Hours						40 hours			
Textbook:									
S.No		Book Title				Author			
1		Essentials of Business Analytics. Cengage Learning, 2016				Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., & Anderson, D. R.			
2		Business Analytics. Wiley, 2022				Kumar, U. Dinesh			



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Reference Books:

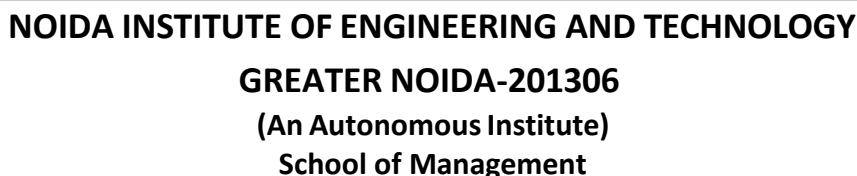
S.No	Book Title	Author
1	Business analytics: Data analysis & decision making. Cengage Learning	Albright, S. C., & Winston, W. L.
2	Business analytics: The science of data-driven decision making. Wiley	Kumar, U. D.

NPTEL/ Youtube/ Faculty Video Link:

1	https://www.youtube.com/watch?v=_Dcmk9mEP9s
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Mode of Evaluation

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



Course Code: BBBA0407		Course Name: International Business Management			L	T	P	C
Course Offered in: BBA					3	0	0	3
Pre-requisite: Knowledge of Management principles, Business environment and Marketing management								
Course Objectives: This course aims to provide students with an understanding of the global business environment, international trade practices, cross-cultural management, and strategies adopted by firms operating in international markets.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Understand the fundamentals, scope, and environmental factors influencing international business operations.				K2			
CO2	Analyze international trade practices, trade theories, and the role of global trade institutions.				K4			
CO3	Apply the concepts , theories, and significance of Foreign Direct Investment (FDI) in the global economy				K3			
CO4	Analyze the impact of economic integration, trade blocs, and trade regulations on international business decisions				K4			
CO5	Develop an understanding of the emerging global business trends for effective international operations.				K2			
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	3	1	3	1	2	
CO3		3	3	2	3	1	3	
CO4		3	3	2	3	2	2	
CO5		3	2	2	3	2	2	
Course Contents / Syllabus								
Module 1		Introduction to International Business					8 hours	
Meaning, nature, scope, and importance of International Business, Domestic business vs. International business, Globalization and its impact on business, Drivers of internationalization, Modes of entry into international markets: Exporting, Licensing, Franchising, Joint Ventures, Stages of Internationalization – EPRG Framework								
Module 2		International Trade and Trade Theories					8 hours	
Concept and importance of international trade, Balance of Trade and Balance of Payments, International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses								
Module 3		Introduction of Foreign Direct Investment					8 hours	
Introduction Foreign Direct Investment in the World Economy, Trends in FDI Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model.								
Module 4		Economic Integration					8 hours	
Economic indicators and their impact on international business decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FDA, custom union, common market economic union, Emerging Markets and Developing Economies.								
Module 5		Emerging Trends in International Business					8 hours	
International Entrepreneurship and Born Global Firms, Ethical Considerations - CSR Frameworks and Approaches and ethical considerations, ESG investing and reporting standards, corporate responses to climate change and social justice issues Implications of Brexit on international business laws, the rise of digital platforms, and ecommerce. Re-shoring and Nearshoring Trend, Impact of pandemic on International Business.								
Total Lecture Hours						40 hours		
Textbook:								

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1	<i>International Business: Competing in the Global Marketplace</i>	Charles W. L. Hill.
2	<i>International Business: Concept, Environment and Strategy</i>	Vyuptakesh Sharan Pearson Education

Reference Books:

1	<i>International Business: The Challenges of Globalization</i>	John J. Wild and Kenneth L. Wild.
2	<i>International Business, 2e. Tata McGraw-Hill Education.</i>	Aswathappa, A.

NPTEL/ Youtube/ Faculty Video Link:

1	https://www.coursera.org/learn/quantitative-foundations-international-business?
2	https://www.coursera.org/specializations/international-business
3	https://www.youtube.com/watch?v=wFd8EgVNIJE
4	https://www.youtube.com/watch?v=aCi3pBHUYBE

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: BBBA0408		Course Name: Financial Management				L	T	P	C
Course Offered in: BBA						3	0	0	3
Pre-requisite: Basic knowledge of Accounting, Business Mathematics, and Principles of Management.									
Course Objectives: Financial Management is designed to introduce students to the financial issues involved in assessing a firm's monetary resources - the mix of these resources, sources and uses of funds, and the benefits, risks, and costs associated with various forms of resources and financing. The course seeks to improve analytical abilities by correlating capital project appraisal tools and procedures and helps students develop skills in evaluating business information and applying financial theory to real-world decision-making.									
Course Outcome: After completion of the course, the student will be able to								Bloom's Knowledge Level (KL)	
CO1	Understand the fundamental concepts of Corporate Finance, including the scope, objectives, and functions of financial management.					K2			
CO2	Evaluate and select from various sources of finance and analyse the capital structure decisions of companies.					K5			
CO3	Apply capital budgeting techniques - NPV, IRR, Payback, and Discounted Cash Flow - to evaluate and rank investment proposals.					K3			
CO4	Analyse and interpret the leverage condition of companies using operating, financial, and combined leverage measures.					K4			
CO5	Evaluate dividend policies and theories and assess their impact on the market value of a firm's shares.					K5			
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	2	2	-	2		
CO3		3	3	1	2	-	3		
CO4		3	3	2	2	-	2		
CO5		3	3	2	2	-	2		
Course Contents / Syllabus									
Module 1		Introduction to Financial Management					8 hours		
Finance and Financial Management: Nature, Scope, and Functions; Objectives of Financial Management - Profit Maximisation vs. Wealth Maximization; Time Value of Money; Finance Functions - Investment, Financing, and Dividend Decisions; Relationship of Financial Management with other disciplines; Role of a Finance Manager in modern organisations.									
Module 2		Cost of Capital and Capital Structure					8 hours		
Meaning and significance of cost of capital; Calculation of cost of debt, preference share capital, equity share capital, and retained earnings; Weighted Average Cost of Capital (WACC); Sources of capital: long-term and short-term; Capital structure - conceptual framework, determinants, and theories (Net Income, Net Operating Income, MM Approach); Optimal capital structure.									
Module 3		Capital Budgeting					8 hours		
Concept and importance of capital budgeting; Types of investment decisions; Capital budgeting process; Evaluation criteria - Traditional methods: Payback Period, Accounting Rate of Return (ARR); Discounted Cash Flow methods: Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI); Comparison and limitations of techniques; Capital rationing.									
Module 4		Leverage Analysis					8 hours		
Concept and types of leverage - Operating Leverage, Financial Leverage, and Combined Leverage; Measurement and interpretation of each type; Degree of Operating Leverage (DOL), Degree of Financial Leverage (DFL), Degree of Combined Leverage (DCL); Relationship between leverage and risk; EBIT-EPS analysis; Practical application to assess leverage conditions of listed companies.									
Module 5		Dividend Policies					8 hours		

Concept and types of dividends; Dividend policy decisions and determining factors; Forms of dividend - Cash, Stock, Bond, and Property dividends; Issues in dividend policy: stability, legal constraints, liquidity; Dividend Theories - Walter's Model, Gordon's Model, Modigliani-Miller (MM) Irrelevance Theory; Relevance vs. Irrelevance debate; Impact of dividend announcements on market value of shares.

Total Lecture Hours	40 hours
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Textbook:

S.No	Book Title	Author
1	Corporate Finance: Theory and Practice. John Wiley & Sons	Vernimmen, P., Quiry, P., & Le Fur, Y. (2022)
2	Financial Management (Latest ed.). Tata McGraw-Hill	Khan, M.Y., Jain, P.K., & Khan, M.Y.
3	Financial Management. Pearson India	I.M. Pandey (2021)

Reference Books:

S.No	Book Title	Author
1	Strategic Financial Management. Taxmann	Kishore, R.M. (2011)

NPTEL/ Youtube/ Faculty Video Link:

1	https://nptel.ac.in/courses/110105046 (Financial Management - IIM)
2	https://www.youtube.com/watch?v=financial-management

Mode of Evaluation

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

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LAB Course Code: BBBA0451		LAB Course Name: Business Intelligence & Data Visualization				L	T	P	C
Course Offered in: BBA						0	0	4	2
Pre-requisite: Basic knowledge of spreadsheet operations (Excel or Google Sheets) and familiarity with basic business metrics (sales, profit, expenses).									
Course Objectives: To develop managerial competence in visual analytics using Microsoft Power BI. To enable students to connect, clean, and transform raw business data. To build interactive dashboards that support real-time decision-making. To master data storytelling for effective boardroom presentations.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Connect, import, and transform business data using Power BI tools.					K3			
CO2	Create interactive charts, reports, and dashboards using visualisation techniques.					K4			
CO3	Apply basic and intermediate DAX functions to generate business KPIs and insights.					K4			
CO4	Analyse business data using filters, slicers, and AI-powered analytics features.					K4			
CO5	Design and present dashboard-based business solutions for managerial decision-making.					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	3	1	2	1	2		
CO2		3	3	2	2	2	2		
CO3		3	3	2	2	1	2		
CO4		3	3	2	3	2	2		
CO5		3	3	3	2	3	3		
Course Contents / Syllabus									
List of Practicals (Indicative & Not Limited To)									
1. Introduction to Power BI Desktop: Installation, Interface, and Data Import from Excel and CSV									
2. Power Query Editor: Data Cleaning, Removing Duplicates, Handling Missing Values									
3. Data Transformation: Splitting Columns, Merging Queries, Custom Columns									
4. Data Modelling: Creating Relationships Between Tables, Star Schema Design									
5. Creating Basic Visualizations: Bar Charts, Line Charts, Pie Charts, KPI Cards									
6. Interactive Reporting: Slicers, Filters, Drill-Down and Drill-Through Features									
7. Advanced Visualizations: Treemaps, Maps, Matrix Visuals, Conditional Formatting									
8. Introduction to DAX: Calculated Columns, Measures, SUMX, CALCULATE Functions									
9. AI Features: Q&A Visual, Key Influencers, Smart Narratives, Forecasting									
10. Dashboard Design and Publishing to Power BI Service: Sharing and Collaboration									
Total Hours: 30 hours									
Textbook:									
S.No	Book Title					Author			
1	Mastering Power BI: Build business intelligence applications powered with DAX calculations (2nd Edition)					Chandraish Sinha			
2	Storytelling with Data: A Data Visualisation Guide for Business Professionals					Cole Nussbaumer Knaflic			

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Reference Books:		
S.No	Book Title	Author
1	Data Visualisation: A Practical Introduction	Kieran Healy
2	Microsoft Power BI Essentials You Always Wanted to Know	Dr. Sini V. Pillai
NPTEL/ Youtube/ Faculty Video Link:		
1	https://learn.microsoft.com/en-us/power-bi/ (Official Microsoft Power BI Documentation)	
2	https://youtu.be/UXhGRVTndQA	
3	https://youtu.be/KdC5R7oPCAI	
Mode of Evaluation		
PS	PE	Total
50	50	100

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Course Code: BBBA0452		Course Name: Professional Etiquettes & Communication			L	T	P	C
Course Offered in: BBA					0	0	2	1
Pre-requisite: Basic understanding of language and fundamental communication skills.								
Course Objectives: To develop effective professional communication, business writing, presentation, interpersonal, and workplace etiquette skills required for corporate and professional environments.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Demonstrate effective verbal, non-verbal, listening, and interpersonal communication skills in professional and workplace situations.				K3			
CO2	Develop professional writing competencies for business correspondence, documentation, and digital communication.				K3			
CO3	Apply workplace etiquette, presentation techniques, interview skills, and collaborative communication strategies in professional environments.				K4			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6	
CO1		3	2	3	2	3	1	
CO2		3	3	2	2	2	1	
CO3		2	2	3	2	3	2	
Course Contents / Syllabus								
Module 1		Fundamentals of Professional Communication				10 hours		
Self-introduction and confidence-building activity, Role play on interpersonal communication in workplace situations, Group discussion on current professional issues, Listening skills activity and feedback exercise, Non-verbal communication and body language practice, Personal grooming and professional appearance, Formal and informal communication practice, Extempore speaking activities, GD on current affairs and business topics.								
Module 2		Professional Writing and Business Communication				10 hours		
Drafting professional emails and formal letters, Resume writing and cover letter preparation, Report writing and business correspondence practice, Conducting mock meetings and preparing meeting minutes, Communication through online platforms, Netiquette and virtual meeting etiquette, Professional communication on social media, Video conferencing communication practice.								
Module 3		Workplace Etiquette and Professional Skills				10 hours		
Presentation skills using PPT on professional topics, public speaking techniques, Audience handling and engagement, Handling question-answer sessions, Mock interview and HR interaction session, Workplace etiquette, grooming, and corporate behavior activity, Team-building and collaborative communication exercises, Telephone etiquette.								
Total Lecture Hours						30 hours		
Textbook:								
S.No		Book Title				Author		
1		Business Communication Today. 15th Edition, 2023.				Courtland L. Bovee & John V. Thill		
2		Business Communication. 3rd Edition, 2020.				Meenakshi Raman & Prakash Singh		
Reference Books:								
S.No		Book Title				Author		

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1	Excellence in Business Communication. 14th Edition, 2024.	John V. Thill & Courtland L. Bovee
2	Soft Skills for Everyone. 3rd Edition, 2021.	Jeff Butterfield
NPTEL/ Youtube/ Faculty Video Link:		
1	https://www.youtube.com/live/UudSwjqFdNM	
2	https://youtu.be/WESGDi_ajUU	
3	https://youtu.be/qWbWL0l3ySk	
Mode of Evaluation		
PS		Total
25		50