

B.B.A. Design and Innovation
SEMESTER-VI
COURSE STRUCTURE

Sr. No	Particular	Subject Code	Credits	Page. No.
MAJOR CORE				
1	Advanced Design Thinking & Innovation Management	23BD6-A262	4	2
2	Capstone Project-II	23BD6-A311	4	5
3	Portfolio Development & Professional Practice	23BD6-A321	2	8
4	Business Ethics, CSR and Sustainable Development	23BD6-B331	4	11
FP / OJT / CEP (E)				
5	Business Internship	23BD6-E351	4	19
MINOR (F)				
6	Decision Making and Risk Management	23BD6-F341	4	22
Total Credits			22	

TY BBA (Design & Innovation) – Semester – VI		
Course Code: 23BD6-A262	Subject: Advanced Design Thinking & Innovation Management	Marks: 100 Credits: 4
Course Objectives: • Understand the role of Design in Business Innovation. • Develop creative problem-solving skills through iterative prototyping. • Apply Human-centered design methodologies to real-world challenges. • Combining Advanced Design Thinking and Innovation Management		
Course Outcome: After completing the course, the student shall be able to CO1: Demonstrate advanced design thinking methodologies. CO2: Apply iterative prototyping and testing techniques. CO3: Demonstrate Human-centered design methodologies to real-world challenges CO4: Integrate Advanced Design Thinking and Innovation Management		

Unit	Unit Title	Contents	No of Lectures
I	Design Led Innovation & Human Centred Design	• Role of Design in Business, Strategic Design, Impact on User behaviour • Co-creation, Stakeholder Engagement, UX research methodologies	18
II	Rapid Prototyping	• MVP Development, Wireframing, Usability Testing	14
III	Agile Design Thinking	• Lean Startup methodologies, Experimentation & Iteration	14
IV	Case Studies & Applications	• Analysis of Industry Case studies, Innovative Business Models	14
Total No. of Lectures including evaluation			= 60

Suggested Reading Material:

- 1.The Evolution of Design Thinking – Brown, T (Harvard Business Review)
- 2.Strategic Design for Business Innovation – Liedka, J.(MIT Sloan)
- 3.Design Better Podcast (IDEO)
- 4.The Crazy One (Sephen Gates)

Unit	Unit Title	Suggestive teaching methodology	Practical	Outcome expected		Weightage of Marks
				Conceptual understanding Knowledge/Skills/Attributes etc.		
I	Design Led Innovation & Human Centred Design	Lecture - Demonstration and Practical Implementation at all places	During Workshops		To apprehend, draw inferences and learn to apply.	30%
II	Rapid Prototyping					25%
III	Agile Design Thinking					20%
IV	Case Studies & Applications					25%

TY BBA (Design & Innovation) – Semester – VI		
Course Code: 23BD6-A311	Subject: Capstone Project - II	Marks: 100 Credits: 4
• Course Objectives: To implement and refine the project initiated in Capstone Project-I. • To develop a market-ready prototype or business solution. • To integrate advanced design, business, and technology strategies. • To professionally present and defend the project before industry experts.		
Course Outcome: After completing the course, the student shall be able to: • CO1: Apply advanced research techniques to validate design and business assumptions. • CO2: Test, iterate, and refine the solution based on user and stakeholder feedback. • CO3: Demonstrate effective project management and business strategy execution. • CO4: Present the final project in a professional setting, showcasing feasibility and impact.		

Unit	Unit Title	Contents	No of Lectures
I	Advanced Research & Market Validation	User feedback analysis, competitor benchmarking, business feasibility study.	15
II	High-Fidelity Prototyping & Testing	Building refined prototypes, pilot testing, data-driven improvements.	15
III	Business Model & Go-to-Market Strategy	Defining revenue models, pricing strategies, branding, and marketing approach.	15
IV	Final Execution & Presentation	Preparing a pitch deck, storytelling, investor presentations, and industry showcase.	15
Total No. of Lectures including evaluation			= 60

Suggested Reading Material:

1. *The Startup Owner's Manual* – Steve Blank & Bob Dorf
2. *Value Proposition Design* – Alexander Osterwalder
3. *Testing Business Ideas* – David J. Bland & Alexander Osterwalder
4. *Hooked: How to Build Habit-Forming Products* – Nir Eyal

Unit	Unit Title	Suggestive teaching methodology	Practical	Outcome expected		Weightage of Marks
				Conceptual understanding Knowledge/Skills/Attributes etc.		
I	Advanced Research & Market Validation	Lecture - Demonstration and Practical Implementation at all places	During Workshops	User feedback analysis, competitor benchmarking, business feasibility study.	To apprehend, draw inferences and learn to apply.	25%
II	High-Fidelity Prototyping & Testing			Building refined prototypes, pilot testing, data-driven improvements.		25%
III	Business Model & Go-to-Market Strategy			Defining revenue models, pricing strategies, branding, and marketing approach.		25%
IV	Final Execution & Presentation			Preparing a pitch deck, storytelling, investor presentations, and industry showcase.		25%

TY BBA (Design & Innovation) – Semester – V		
Course Code: 23BD6-A321	Subject: Portfolio Development and Professional Practice	Marks: 50 Credits: 2
Course Objectives: • To help students build a professional design and business portfolio. • To develop skills in personal branding, resume writing, professional networking, facing interviews, internships, and job placements.		
Course Outcome: After completing the course, the student shall be able to: CO1: Create a well-structured and visually appealing portfolio, develop an effective personal brand and online presence. CO2: Master resume writing, cover letters, and interview techniques, understand industry expectations and professional work ethics.		

Unit	Unit Title	Contents	No of Lectures
I	Fundamentals of Portfolio Development	Importance of a Portfolio, Types of Portfolios (Design, Business, UX, Entrepreneurship), Structuring a Portfolio.	7
II	Digital & Physical Portfolio	Visual Storytelling, Case Study Approach, Online Portfolio Platforms (Behance, Dribbble, LinkedIn, Website Development).	8
III	Professional Practice & Career Readiness	Resume & Cover Letter Writing, Interview Techniques, Networking Strategies, Freelancing vs. Full-Time Jobs.	7
IV	Ethics, Contracts, and Industry Expectations	Professional Communication, Client & Employer Expectations, Contracts & Legal Aspects in Design & Business.	8
Total No. of Lectures including evaluation			= 30

Suggested Reading Material:

1. *Show Your Work!* – Austin Kleon
2. *The Elements of Graphic Design* – Alex W. White
3. *Creative Confidence* – Tom Kelley & David Kelley
4. *How to Win Friends and Influence People* – Dale Carnegie

Unit	Unit Title	Suggestive teaching methodology	Practical	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc.	

I	Fundamentals of Portfolio Development	Lecture - Demonstration and Practical Implementation at all places	During Workshops	Importance of a Portfolio, Types of Portfolios (Design, Business, UX, Entrepreneurship), Structuring a Portfolio.	Importance of a Portfolio, Types of Portfolios (Design, Business, UX, Entrepreneurship), Structuring a Portfolio.	25%
II	Digital & Physical Portfolio Creation			Visual Storytelling, Case Study Approach, Online Portfolio Platforms (Behance, Dribbble, LinkedIn, Website Development).	Visual Storytelling, Case Study Approach, Online Portfolio Platforms (Behance, Dribbble, LinkedIn, Website Development).	25%
III	Professional Practice & Career Readiness			Resume & Cover Letter Writing, Interview Techniques, Networking Strategies, Freelancing vs. Full-Time Jobs.	Resume & Cover Letter Writing, Interview Techniques, Networking Strategies, Freelancing vs. Full-Time Jobs.	25%
IV	Ethics, Contracts, and Industry Expectations			Professional Communication, Client & Employer Expectations, Contracts & Legal Aspects in Design & Business.	Professional Communication, Client & Employer Expectations, Contracts & Legal Aspects in Design & Business.	25%

TYBBA D&I Semester VI NEP		
Course Code: 23BD6-B331	Course:- Business Ethics, Corporate Social Responsibility and Sustainable Development	Marks: 100 Credits: 4
Course Objectives: 1. To Understand the concept and aspects of Business Ethics 2. To Understand the concept, models, importance and process of CSR 3. To Evaluate CSR strategies, policies, and sustainable business practices. 4. To Understand the concept of Sustainable Development and its various aspects.		
Course Outcome: After completing the course, the student shall be able to CO1: Understand the Concept of Business Ethics and its various aspects. CO2: Comprehend the concept, models, importance & process of CSR activities CO3: Assess CSR strategies, policies and sustainable practices CO4: Recognize the concept of Sustainable Development and its various aspects.		

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Business Ethics	1.1 Meaning, Nature and Scope of Business Ethics 1.2 Ethics in Contemporary Business 1.3 Organizational Ethical Climate - Importance of Framing Ethical Policies 1.4 Why Ethical Problems occur in Business 1.5 Difference between workplace Ethics and Laws 1.6 Government protection policies against illegal business practices. 1.7 Influence of Interest groups on the Government	16
II	Introduction to CSR	2.1 Meaning and Definition of CSR 2.2 Sustainability and Stakeholders Management, 2.3 Corporate Philanthropy 2.4 Evolution of CSR in India 2.5 Importance and Benefits of CSR for Businesses and Society	14

Unit	Unit Title	Contents	No of Lectures
III	CSR Implementation and Strategies	3.1 CSR Policy Development and Implementation 3.2 CSR and Sustainable Development Goals (SDGs) 3.3 Role of NGOs, Government, and CSR Partnerships 3.4 Successful CSR Models: TATA, Infosys, ITC, Reliance, Wipro, etc	14
IV	Introduction to Sustainable Development	4.1 Meaning, Definition, Brief Historical background of Sustainable Development 1. 4.2 Features and Principles of Sustainable Development 2. 4.3 Sustainable Development Goals (SDGs), United Nations Global Compact 3. 4.4 Significance and Challenges of Sustainable Development 4.5 Sustainability as a key driver of Innovation	16
Total No of Lectures			60

Teaching Methodology:-

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome Expected	Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc.	
I	Introduction to Business Ethics	Films/Videos of Business Ethics practices adopted by different companies. Videos on corporates explaining the Business ethics scenario. Case studies on Interest Groups policies and their impact	NA	• Disciplinary knowledge • Conceptual Skills • Moral and Ethical Awareness/Reasoning	20%
II	Introduction to CSR	Role Plays, Interactive Sessions and PPTs	NA	• Conceptual Skills • Disciplinary knowledge • Moral Awareness • Decision making skills	20%
III	CSR Implementation and Strategies	Group Discussions, Theory-based lectures, Case Studies, Role	NA	• Professional Skills • Decision making Skills • Application Skills	30%
IV	Introduction to Sustainable Development	Interactive Lectures, Group Discussions	NA	• Conceptual Skills • Disciplinary Knowledge • Awareness Skills	30%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any) 1 Credit - NIL
		Formative Assessment		Summative Assessment	
I to IV	Assignments, Case Studies, MCQs, Presentations	CCE I (20 Marks)	CCE II (20 Marks)	SEMESTER (60 Marks)	100 Marks

Suggested Readings:

For Business Ethics:-

Sr.	Title of the Book	Author/s	Publication
1	Business Ethics	Shailendra Kumar and Alok Kumar Rai	Cengage Learning India Pvt Ltd
2	Business Ethics: An Indian Perspective	A C Fernando, K P Muralidheeran, E.K Satheesh	Pearson Education
3	Business Ethics and Corporate Values	Dr. Neeru Vasishth, Dr, Namita Rajput	Taxmann
4	Business Ethics: Foundation for CSR	Daniel-Albuquerque	Oxford University Press

For Corporate Social Responsibility (CSR):-

Sr. No	Title of the book	Author	Publication
1	The World Guide to CSR	Wayne Visser and Nick Tolhurst	Prentice Hall India

Sr. No	Title of the book	Author	Publication
2	Corporate Social Responsibility in India	Sanjay K Aggarwal	Taxmann
3	Corporate Social Responsibility: Concepts and Cases: The Indian Context	C.V. Baxi, Ajit Prasad	Sage Publication,
4	Sustainable CSR: CSR Basics-	Harsha Mukherjee	TATA McGraw Hill

For Sustainable Development:-

Sr. No	Title of Book	Author/s	Publication
1	Sustainable Economic Development & Environment	Raj Kumar Sen Kartik C.Roy	Atlatic Publishers & Distributors Pvt Ltd
2	Sustainability Management	Deb Prasanna Choudhary	Zorba Books
3	Sustainable Development & Environment	Snigdha Tripathi	Ankit Publication
4	Concepts & Approaches for Sustainability Management	Khai Ern Lee	Springer International Publishing
5	Introduction to Sustainable Development	Martin J.Ossewaarde	SAGE Publications Pvt Ltd First Edition
6	Theory & Practice With Case Studies (CSR, Sustainability ,Ethics & Governance)	Dr.Mark Anthony Camilleri	Springer International Publishing
7	Resource Management, Sustainable Development and Governance	Baleshwar Thakur Rajiv Thakur Srikumar Chattopadhyay	Springer International Publishing

Suggested Web / E learning Resources:-

For Business Ethics:-

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals / Articles / Case studies
1	Course	https://onlinecourses.nptel.ac.in/noc21_mg46/- Business Ethics		

For CSR:-

SR NO	Topic	Lectures (Available on Youtube / Swayam / MOOCs etc)
1	History Of CSR	https://www.youtube.com/watch?v=KfKF44ZGPuQ
2	Corporate Social Responsibility	https://onlinecourses.nptel.ac.in/noc23_mg94/preview
3	Community Engagement and Social Responsibility	https://onlinecourses.swayam2.ac.in/ugc23_ge04/preview
4	From Theory to Practice: Implementing ESG and Sustainability in Business	https://onlinecourses.swayam2.ac.in/imb25_mg77/preview

For Sustainable Development:-

Unit No.	Lectures (Available on YouTube/ Swayam/ MOOCs etc.)	Journals/ Articles/ Case studies

1	https://onlinecourses.nptel.ac.in/noc21_mg94/preview - Course Name – Business and Sustainable Development (Swayam, IIT Bombay) onlinecourses.swayam2.ac.in/cec22_hs37/preview – Course Name – NGOs and Sustainable Development – (SWAYAM)	https://www.researchgate.net/publication/222795821_Sustainable_Development Article Name – Sustainable Development An Overview (University of Blomfontein, South Africa)
2	www.iimb.ac.in/18th-podcast-series-sustainability-business Podcast series name - Role of India's Future Business Leaders in Sustainability (IIM Bangalore)	www.iimb.ac.in/node/4501 Paper Name:- Creating Sustainable Business Models (IIM Bangalore) https://www.iimb.ac.in/node/2036 - Paper name - Conservation & Environment: Implications in Theory, Practice and Policy – IIM Bangalore www.inspirecleanenergy.com/blog/sustainable-living/environmental-sustainability-definition - Environmental Sustainability

3	https://onlinecourses.nptel.ac.in/noc21_mg94/preview - Course Name – Business and Sustainable Development (Swayam) https://onlinecourses.swayam2.ac.in/imb21_mg13/preview - Course Name - Strategy and Sustainable Enterprise – (Swayam) onlinecourses.swayam2.ac.in/cec22_hs37/preview – Course Name – Business and Sustainable Development (IIT Bombay) —	https://www.researchgate.net/publication/332414437 - Research Paper- Sustainable Business Strategy www.iisd.org/system/files/publications/business_strategy.pdf - International Institute of Sustainable Development, Canada with Deloitte – Business Strategies for Sustainable development www.iisd.org/system/files?file=publications/csr_guide.pdf - International Institute of Sustainable Development, Canada with Deloitte - Corporate Social Responsibility – An Implementation Guide for Business www.iimb.ac.in/node/4501 - Article Name - Creating Sustainable Business Models: A Case of Automotive Industry – IIM Bangalore
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TY BBA (Design & Innovation) – Semester – VI		
Course Code: 23BD6-E351	Subject: Business Internship	Marks: 100 Credits: 4
Course Objectives: • To provide students with real-world business and industry exposure. • To apply theoretical business and design knowledge in a professional setting. • To develop workplace skills such as teamwork, problem-solving, and communication. • To enhance industry readiness through hands-on learning and mentorship.		
Course Outcome: After completing the internship, the student shall be able to: CO1: Gain practical experience in business operations and strategy. CO2: Develop interpersonal and professional communication skills. CO3: Understand industry expectations, ethics, and work culture. CO4: Present key learnings and contributions made during the internship.		

Unit	Unit Title	Contents	No of Lectures
I	Pre-Internship Preparation	Resume & Cover Letter Writing, Interview Preparation, Industry Selection.	4
II	Internship Work Experience	Practical Exposure to Business Functions, Project Assignments, Industry Mentorship.	100 (2-3 Months Internship)
III	Professional Ethics & Workplace Skills	Industry Work Ethics, Communication, Time & Task Management, Leadership in Organizations.	6
IV	Internship Report & Presentation	Documentation of Learnings, Report Writing, Final Presentation to Faculty & Industry Mentors.	6
Total No. of Lectures including evaluation			= 60

Suggested Reading Material:

1. *The First 90 Days* – Michael D. Watkins
2. *Interning 101* – Emily White
3. *The Lean Startup* – Eric Ries
4. *The Start-Up of You* – Reid Hoffman

Unit	Unit Title	Suggestive teaching methodology	Practical	Outcome expected		Weightage of Marks
				Conceptual understanding Knowledge/Skills/Attributes etc.		
I	Pre-Internship Preparation	Lecture - Demonstration and Practical Implementation at all places	During Workshops	Resume & Cover Letter Writing, Interview Preparation, Industry Selection.	To apprehend, draw inferences and learn to apply.	10%
II	Internship Work Experience			Practical Exposure to Business Functions, Project Assignments, Industry Mentorship.		60%
III	Professional Ethics & Workplace Skills			Industry Work Ethics, Communication, Time & Task Management, Leadership in Organizations.		10%
IV	Internship Report & Presentation			Documentation of Learnings, Report Writing, Final Presentation to Faculty & Industry Mentors		10%

TYBBA D&I Semester VI		
NEP		
Course Code: 23BD6-B331	Course:- Decision Making and Risk Management	Marks: 100 Credits: 4
Course Objectives : 1.To Understand the basics of Decision making and Risk Management. 2.To Understand the decision making Models and process of decision making. 3.To Recognize the various leadership styles and its impacts on Decision making. 4.To Assess the role and importance of organizational values in Decision making and Risk Management.		
Course Outcome : After completing the course, the student shall be able to – CO 1: Assess the role, scope, process, steps & other aspects of Decision making and Risk Management in Organizations. CO 2: To Understand the importance of Decision-making tools and Models in business. CO 3: Evaluate the role of leadership and its allied aspects while making decisions. CO 4: Assess the role and importance of organizational values in Decision making and Risk Management.		

Unit	Unit Title	Contents	No. of Lectures
1	Introduction to Decision making and Risk Management	1. Decision Making – Introduction, Concept, Types and Characteristics. 2. The Intersection of Decision Making, Design, and Innovation 3. Factors affecting Decision Making, 4. Steps in Decision Making Process 5. Types of Decision-Making: Strategic, Tactical, and Creative Decision Making 6. Identifying and Framing Problems in Design and Innovation 7. Introduction to Design Thinking and its Application in Decision Making	14

2	Decision-making Tools and Models	2.1 Principles of Decision Making and Quick Decision Making 2.2 Rules of Decision Making 2.3 Understanding Uncertainty, Complexity, and Risk in Innovation 2.4 Decision Analysis Tools: SWOT, PESTEL, FMEA, and Monte Carlo Simulations 2.5 Lean Startup and Agile Methodologies in Risk Reduction 2.6 The Role of AI and Data-Driven Decision Making in Creative Industries.	17
3	Role of Decision Making and Leadership	3.1 Role of Decision Making and leadership in Organisations. 3.2 Identifying Risks in the Innovation Process: Financial, Market, Technical, Ethical 3.3 Crisis Management and Contingency Planning for Startups and Enterprises 3.4 Creative Decision Making – Characteristics and Process of Creative Solutions, Creative Decision Making in Groups 3.5 Strategies to Deal with Workplace Problems 3.6 Decision Making Competencies – Meaning, Types and Techniques	16
4	Individual and Organizational Values in Decision Making and Risk Management	4.1 Importance of Team composition, understanding your own value system and how it influences choices, political views, personal and organizational decisions 4.2 Career Decision Making – Concept, Steps, and factors Influencing Career Choices. 4.3 Legal, Ethical, and Cultural Risks in Design and Innovation 4.4 Corporate vs. Startup Risk Management Approaches 4.5 Case Studies of Successful and Failed Innovations (Apple, Tesla, Google, Uber, Kodak, Nokia, etc.)	13
Total No. of Lectures			60

Teaching Methodology

Unit No.	Unit Title	Teaching methodology	Project	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc.	
1	Introduction to Decision making and Risk Management	Guest lecture on Decision making and Risk Management, Discussions, PPTs	No	• Conceptual Skills • Disciplinary Knowledge.	20%
2	Decision-making Tools and Models	Quizzes / Discussions on Decision making tools and techniques, Role Plays, Case Studies		• Analytical Skills • Problem Solving Skills • Decision Making Skills • Design Skills • Innovation Skills	30%
3	Role of Decision Making and Leadership	Lectures, Discussions, Presentation on Leadership tools and techniques	No	• Conceptual Skills • Decision Making Skills • Awareness Skills • Innovation Skills	30%
4	Individual and Organizational Values in Decision Making and Risk Management	Case Studies, Videos, Discussions on Organizational values and its importance in decision making and risk management	No	• Awareness Skills • Decision Making Skills • Application Skills	20%

Evaluation Method

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (10 Marks)	CCE II (10 Marks)	SEMESTER (30 Marks)	
1	Presentations, Lectures	Assignment	MCQs, Written Examination	MCQ/ Written Examination	NA
2	Presentations, Case studies	Assignment	MCQs, Written Examination	MCQ/ Written Examination	NA
3	Presentations, Quiz	Assignment	MCQs, Written Examination	MCQ/ Written Examination	NA
4	Presentations, Quiz, Case Studies, Videos	Assignment	MCQs, Written Examination	MCQ/ Written Examination	NA

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Credit appraisal, risk analysis and decision making	, D.D. Mukherjee	Snowwhite Publications, 9 th Edition.
2	Managing Project Risk and Uncertainty	Chris Chapman and Stephen Ward	Wiley Publications
3	Process Systems Risk Management	Ian Cameron, Raghu Raman,	Elseveir Academics Press 2005.
4	Fundamentals of Risk Measurements	Chris Marrison	Tata McGraw Hill 2002

Suggested Web/E Learning Resources:

Sr No	Topic	Lectures (available on Youtube/Swayam/MOOCs, etc)
1	Effective Decision Making	https://onlinecourses.swayam2.ac.in/cec24_hs95/preview
2	Leadership and Team Effectiveness	https://onlinecourses.nptel.ac.in/noc23_mg28/preview
3	Effective Risk Management	https://onlinecourses.swayam2.ac.in/ntr25_ed39/preview

Journals & Online Resources:-

- **Harvard Business Review (HBR) – Decision Making & Innovation Articles**
- **MIT Sloan Management Review – Innovation Risk Management Reports**
- **World Economic Forum (WEF) Reports on Future of Work & Innovation Risks**
- **IDEO and Stanford d.school – Design Thinking Research & Case Studies**
- **McKinsey & Company – Risk Management and Decision Analysis Reports**