Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor of Business Administration
Effective from academic session 2023-2024

Bachelor of Business Administration (Hons. with Research Project)

Proposed Curriculum Structure - Overview

Yr	Sem	Major	Minor	Inter-disciplinary	Ability Enhancement	Skill Enhancement	Common Value added Courses	Credit
1st	I	2 X 5	1 X 3	1 X 3	1 X 2	1 X 2	1 X 2	22
	II	2 X 5	1 X 3	1 X 3	1 X 2	1 X 2	1 X 2	22
2nd	III	2 X 5	1 X 4	1 X 3	1 X 2	1 X 2		21
	IV	2 X 4 1 X 5	2 X 4		1 X 2			23
3rd	V	1 X 4 2 X 5	2 X 4					22
	VI	1 X 4 2 X 5	2 X 4					22
4th	VII	2 X 5	2 X 4			Project Presentation: 4 Credits		22
	VIII	2 X 5				Research Project: 12 Credits		22

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor of Business Administration
Effective from academic session 2023-2024

Bachelor of Business Administration (Hons. with Research Project)

Proposed Structure - Detailed

SEM	Major (Offline)	Minor (Blended Mode)	Inter Disciplinary (Offline)	Ability Enhancement (Offline)	Skill Enhancement (Online / Sessional)	Common Value added Course (Sessional)	Total Credits
I	Principles of Management (5 Credits)	Computer Fundamental (3 Credits)	Any one from GE baskets A or D (3 Credits)	English & Professional Communication (2 credits)	Life Skills & Personality Development (2 credits)	Yoga/ Health & Wellness/ Sports (2 Credits)	22
	Business Economics - Micro (5 Credits)						
II	Environment & Sustainable Development (5 Credits)	Management Information System (3 Credits)	Any one from GE baskets B or E (3 Credits)	Modern Indian Languages and Literature (2 Credits)	IT Tools for Business (2 credits)	NSS/ Critical Thinking/ Mental Health (2 Credits)	22
	Business Economics - Macro (5 Credits)						
III	Operations Management (5 Credits)	Word, PowerPoint & Spreadsheet Application with Excel(4 Credits)	Any one from GE baskets C or F (3 Credits)	The Constitution, Human Rights and Law (2 credits)	Understanding basics of Cyber Security (2 credits)		21
	Financial Management and Risk Analysis (5 Credits)						
IV	Marketing Management (4 Credits)	Database Management with SQL (4 Credits)		Society Culture and Human Behavior (2 credits)			23
	Human Resource Management (4 Credits)	Graphic Design with PhotoShop					

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor of Business Administration
Effective from academic session 2023-2024

		& Illustrator (4 Credits) 2L+2P					
	Organizational Behaviour (5 Credits)						
V	Entrepreneurship (4 Credits)	Cloud Computing (4 Credits) 2L+2P					22
	Sales & Distribution Management & Logistics or Financial Markets, Institutions and Financial Services or Industrial Relations (5 Credits)	E-commerce and Application (4 Credits)					
	Consumer Behaviour Or Elements of Taxation or Management of Organisational Change (5 Credits)						
VI	Project Management (4 Credits)	Web Development with HTML and CSS (4 Credits) 2L+2P					22
	Business Research Methods (5 Credits)	Internet and Networking (4 Credits)					

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of Bachelor of Business Administration
Effective from academic session 2023-2024

	Data Analytics Skills for Managers (5 Credits)						
VII	Management Accounting (5 Credits)	Software Project Management (4 Credits)			Summer Internship Project Presentation (4 Credits)		22
	Business Intelligence (5 Credits)	Digital Marketing (4 Credits)					
VIII	Customer Relationship Management or Company Accounts or Audit or Human Resource Development (5 Credits)				RESEARCH PROJECT (12 CREDITS)		22
	Marketing Analytics or Financial Analytics or Human Resource Analytics (5 Credits)						
	91 Credits	**42 Credits**	**9 Credits**	**8 Credits**	**22 Credits**	**4 Credits**	**176**