

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Semester wise Structure and Curriculum for UG Course in BBA
Effective from academic session 2025-26

SEMESTER I

CC101	Principles and Practices of Management
AEC101	Business Communication-I
CC102	Financial Accounting
CC103	Business Statistics and Logic
AEC102	General English
MDE101	Indian Knowledge System
VAC101	Environmental Science and Sustainability
AEC102 [optional course]	Additional Course - Indian or Foreign Language Other than Mother Tongue and English (Indian Languages: Sanskrit/Hindi/All Regional languages) (Foreign Languages: Spanish/German/French/Korean/Mandarin)

SEMESTER II

CC201	Human Behaviour and Organization
CC202	Marketing Management
CC203	Business Economics
SEC201	Emerging Technologies and Application
MDE201	Media Literacy and Critical Thinking
VAC102	Indian Constitution
AEC201	Business Communication-II
AEC202 [optional course]	Additional Course - Indian or Foreign Language Other than Mother Tongue and English (Indian Languages: Sanskrit/Hindi/All Regional languages) (Foreign Languages: Spanish/German/French/Korean/Mandarin)

SEMESTER III

CC301	Cost and Management Accounting
CC302	Legal and Ethical Issues in Business
CC303	Human Resource Management
MDE301	Indian Systems of Health and Wellness
SEC301	Management Information System (MIS)
VAC301	Yoga/Sports/NCC/NSS/Disaster Management

SEMESTER IV

CC401	Entrepreneurship and Startup Ecosystem
CC402	Operations Management
CC403	Financial Management
CC404	Business Research Methodology
VAC401	Business Environment and Public Policy / Enterprise Systems and Platforms / Geopolitics and Impact on Business / Public Health and Management
CC405	International Business
SEC401	Design Thinking and Innovation

SEMESTER V

CC501	Strategic Management
CC502	Logistics and Supply Chain Management
DSEXXX	Discipline Specific Elective I
DSEXXX	Discipline Specific Elective II
SEC501	Internship/capstone Project
SEC502	Major Project
DSE	Discipline Specific Elective (Audit Course)

SEMESTER VI

CC601	Project Management
CC602	Business Taxation
DSEXXX	Discipline Specific Elective III
DSEXXX	Discipline Specific Elective IV
SEC601	Corporate Governance
SEC602	Major Project (<i>Initiated in Semester V</i>)
DSEXX	Discipline Specific Elective (Audit Course)

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SEMESTER VII - BBA (Honours)

OE701	AI for Business / Diversity, Equity and Inclusion / Digital Ethnography and Online Communities
CC701	Entrepreneurial Leadership
DSEXXX	Discipline Specific Elective – V
DSEXXX	Discipline Specific Elective – VI
SEC701	Dissertation work
SEC702	Summer Internship II

SEMESTER VII - BBA (Honours)

DSEXXX	Discipline Specific Elective – VII
DSEXXX	Discipline Specific Elective – VIII
DSEXXX	Discipline Specific Elective – IX
SEC401	Dissertation work

SEMESTER VIII - BCA (Honours)

CC701	Advanced Data Analysis Tools
CC702	Advanced Research Methodology
SEC701	Research Internship Report and Viva-Voce
DSEXXX	Discipline Specific Elective – X
DSEXX	Discipline Specific Elective – XI

SEMESTER VIII BBA (Honours with Research)

SEC801	Dissertation (Research Track)
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S. No.	Finance	Marketing	Human Resource Management	Business Analytics	International Business	Supply Chain Management
1	International Financial Management	Consumer Behaviour	HRD – Systems & Strategies	Data Analytics using R / Python	International Trade Policy & Strategy	Operations Strategy
2	Banking and Insurance	Sales Marketing	Change Management & Organizational Development	Data Visualization using Tableau / Power BI	Global Business Environment	Management Decision Models
3	Financial Markets, Products & Services	Retail Marketing	Training & Development	Marketing Analytics	Transnational & Cross-Cultural Marketing	Quality Management & Business Process Improvement
4	Investment Analysis & Portfolio Management	Marketing of Services	Performance & Compensation Management	Finance Analytics	International Supply Chain Management	International Supply Chain
5	Business Analysis & Valuation	Digital Marketing	Negotiation Skills	HR Analytics	International Accounting & Reporting Systems	Project Management
6	Financial Planning	Supply Chain Management	Cross-Cultural HRM	Social Media & Web Analytics	International Ventures, Mergers & Acquisitions	Supply Chain Analytics
7	Behavioural Finance (Neuro Finance)	International Marketing	HR Analytics	—	EXIM Policy & Documentation	Inventory Management
8	Financial Derivatives	Rural Marketing	Team Building in Organizations	—	—	Logistics & Distribution Management
9	Strategic Corporate Finance	Neuro Marketing	Behavioural Testing & Training for Employee Retention	—	—	—
10	Financial Modelling	B2B Marketing	Talent Acquisition & Management	—	—	—
11	Financial Analytics	Integrated Marketing Communication	Compensation Management	—	—	—
12	Direct Tax	—	Employee Life Cycle Management	—	—	—
13	Sustainable Finance	—	Coaching & Mentoring	—	—	—