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

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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) Business Economics - Micro (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
II	Environment & Sustainable Development (5 Credits) Business Economics - Macro (5 Credits)	Any one from minor in Computer basket (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
III	Operations Management (5 Credits) Financial Management and Risk Analysis (5 Credits)	Any one from minor in Computer basket (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
IV	Marketing Management (4 Credits)	Any one from minor in Computer basket (4 Credits)		Society Culture and Human Behavior (2 credits)			23

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	Human Resource Management (4 Credits)	Any one from minor in Computer basket (4 Credits)					
	Organizational Behaviour (5 Credits)						
V	Entrepreneurship (4 Credits)	Any one from minor in Computer basket (4 Credits)					22
	Sales & Distribution Management & Logistics or Financial Markets, Institutions and Financial Services or Industrial Relations (5 Credits)	Any one from minor in Computer basket (4 Credits)					
	Consumer Behaviour Or Elements of Taxation or Management of Organisational Change (5 Credits)						
VI	Project Management (4 Credits)	Any one from minor in Computer basket (4 Credits)					22
	Business Research Methods	Any one from					

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	(5 Credits)	minor in Computer basket (4 Credits)					
	Data Analytics Skills for Managers (5 Credits)						
VII	Management Accounting (5 Credits)	Any one from minor in Computer basket (4 Credits)			Summer Internship Project Presentation (4 Credits)		**22**
	Business Intelligence (5 Credits)	Any one from minor in Computer basket (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**