Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of BBA (Entrepreneurship)
Effective from academic session 2023-24

Model curriculum structure for 4 year UG programs for BBA-ENTREPRENEURSHIP

Sem	Major (Offline)	Minor (Blended Mode)	Inter Disciplinary (Offline)	Ability Enhancement (Offline)	Skill Enhancement (Online /Sessional)	Common Value added Course (SESSIONAL)	Total credits
I	(2 sub X 5 Credits) **Fundamentals of Entrepreneurship [5 credits]** **Principles of Management [5 credits]**	1 sub x 3 credits Computer Fundamental	Any one from GE baskets Basket A or D (3 credits)	English & Professional Communication (2 credits)	Life Skills & Personality Development (2 credits)	Yoga/ Health & Wellness/ Sports (2 credits)	22
II	(2 sub X 5 Credits) **Organisation Behaviour [5 credits]** **Business Mathematics & Statistics [5 credits]**	1 sub x 3 credits Management Information System	Any one from GE baskets Basket B or E (3 credits)	Modern Indian Languages and Literature (2 credits)	IT Skills (2 credits)	Critical Thinking / NSS/ Mental Health/ Environmental Studies (2 credits)	22
III	(2 sub X 5 Credits) **Marketing Management [5 credits]** **Basics of Accounting [5 credits]**	1 sub x 4 credits Word and PowerPoint & Spreadsheet Application with Excel	Any one from GE baskets Basket C or F (3 credits)	The Constitution, Human Rights and Law (2 credits)	Understanding basics of Cyber Security (2 credits)		21

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IV	(2 sub X 4 Credits) (1 sub X 5 Credits) **Human Resource Management [4 credits]** **Quantitative Methods & Techniques [4 credits]** **Managerial Economics [5 credits]**	2 sub x 4 credits Basics of Operating System Graphic Design with Photoshop and Illustrator		Society Culture and Human Behavior (2 credits)			23
V	(2 sub X 5 Credits) **Financial Management [5 credits]** **Services Marketing [5 credits]**	2 sub x 4 credits Cloud Computing E-Commerce and Applications			Internship to be started after exam of 4th sem (sem break) and completed within 5th sem (weekends) (4 credits)		22
VI	(2 sub X 5 Credits) (1 sub X 4 Credits) **Supply Chain Management [5 credits]** **Business Law [5 credits]** **Industrial Relations [4 credits]**	2 sub x 4 credits Web Development with HTML and CSS Internet and Networking					22

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VII	(2 sub X 5 Credits) (1 sub X 4 Credits) **Production & Operations Management** **[5 credits]** **Research Methodology** **[5 credits]** **Venture Ideation** **[4 credits]**	2 sub x 4 credits Software Project Management Data Analysis and Interpretation					22
VIII	(2 sub X 5 Credits) **Business Modeling & Planning (Sessional)** **[5 credits]** **Project Management (Sessional)** **[5 credits]**			Research project 12 credits			22
	19 sub - 91 credits	**11 sub – 42 credits**	**4 sub – 08 credits**	**3 sub & Int & Proj - 22 credits**	**2 sub – 4 credits**		**176**