

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus of BBA(Global Business)**  
**(Effective for 2020-2021 Admission Session)**  
**Choice Based Credit System**  
**140 Credit (3-Year UG) MAKAUT Framework**  
**w.e.f 2020-21**

**CBCS – MAKAUT UG degree (Hons) 140 Credit FRAMEWORK**

<b>Subject Type</b>	<b>Semester I</b>	<b>Semester II</b>	<b>Semester III</b>	<b>Semester IV</b>	<b>Semester V</b>	<b>Semester VI</b>
<b>CC</b>	C1, C2	C3, C4	C5,C6,C7	C8,C9,C10	C11,C12	C13,C14
<b>DSE</b>					DSE1, DSE2	DSE3, DSE4
<b>GE</b>	GE1	GE2	GE3	GE4		
<b>AECC</b>	AECC 1	AECC 2				
<b>SEC</b>			SEC 1	SEC 2		
	4 (20)	5 (20)	4 (26)	5(26)	4 (24)	4 (24)

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**Program Outcomes (PO) Mapping**

<b>PO #</b>	<b>Program Outcome</b>	<b>Mapped courses</b>
1	Knowledge	BBA GB101, BBA GB 102, BBA GB 201, BBA GB 202, BBA GB 301, BBA GB 265, BBA GB 302, BBA GB 303, BBA GB 354, BBA GB 401, BBA FB 402, BBA GB 403, BBA GB 455, BBA GB 501, BBA GB 502, BBA GB 543, BBA GB 544, BBA GB 601, BBA GB 602, BBA GB 643, BBA GB 644
2	Design/Development of Solutions	BBA GB101, BBA GB 102, BBA GB164, BBA GB 201, BBA GB 202, BBA GB 301, BBA GB 265, BBA GB 303, BBA GB 401, BBA FB 402, BBA GB 403, BBA GB 455, BBA GB 501, BBA GB 502, BBA GB 543, BBA GB 544, BBA GB 601, BBA GB 602, BBA GB 643, BBA GB 644
3	Professional & Society	BBA GB 102, BBA GB 164, BBA GB 201, BBA GB 302, BBA GB 401, BBA FB 402, BBA GB 403, BBA GB 455, BBA GB 501, BBA GB 502, BBA GB 543, BBA GB 544, BBA GB 601, BBA GB 602, BBA GB 643, BBA GB 644
4	Individual and Team Work	BBA GB 301, BBA GB 302, BBA GB 354, BBA FB 402, BBA GB 501, BBA GB 502, BBA GB 543, BBA GB 544, BBA GB 602, BBA GB 643, BBA GB 644
5	Communication	BBA GB 164, BBA GB 401, BBA FB 402, BBA GB 403, BBA GB 502, BBA GB 543, BBA GB 544, BBA GB 602, BBA GB 643, BBA GB 644
6	Life-Long Learning	BBA GB 164, BBA GB 302, BBA GB 354, BBA GB 455, BBA GB 501, BBA GB 502, BBA GB 543, BBA GB 544, BBA GB 602, BBA GB 643, BBA GB 644

**\*GE Courses are not in the above mapped list. Based on the choice of the learner that would necessarily be part of PO6 and the relevant PO's**

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**BBA Global Business Curriculum Structure**

**1st Semester**

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 1 <b>BBA GB 101</b>	Basics of Mathematics & Statistics	6	5	0	1	✓			As per MAKAUT notification
CC 2 <b>BBA GB 102</b>	Business Management	6	5	0	1	✓			
GE 1	Students will have to select from the GE Basket	6						✓	
AECC 1 <b>BBA GB 164</b>	English Communication	2	2	0	0	✓			
<b>Semester Credits</b>		<b>20</b>							

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**2nd Semester**

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 3 <b>BBA GB 201</b>	Financial accounting	6	5	0	1	✓			As per MAKAUT notification
CC 4 <b>BBA GB 202</b>	Economics	6	5	0	1	✓			
GE 2	Students will have to select from the GE Basket	6						✓	
AECC 2 <b>BBA GB 265</b>	Environmental Science	2	2	0	0	✓			
<b>Semester Credits</b>		<b>20</b>							

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**3rd Semester**

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 5 <b>BBA GB 301</b>	Global business environment	6	5	0	1	✓			As per MAKAUT notification
CC 6 <b>BBA GB 302</b>	Legal Regulatory Framework of Global Business	6	5	0	1	✓			
CC 7 <b>BBA GB 303</b>	Managerial Economics	6	5	0	1	✓			
GE 3	Students will have to select from the GE Basket	6						✓	
SEC 1 <b>BBA GB 354</b>	Statistics Lab I	2	0	2	0	✓			
		<b>26</b>							

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**4th Semester**

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 8 <b>BBA GB 401</b>	Marketing & Sales Management	6	5	0	1	✓			As per MAKAUT notification
CC 9 <b>BBA GB 402</b>	Human Resource Management	6	5	0	1	✓			
CC 10 <b>BBA GB 403</b>	Research Methods	6	5	0	1	✓			
GE 4	Students will have to select from the GE Basket	6						✓	
SEC 2 <b>BBA GB 455</b>	Statistics lab II	2	0	2	0	✓			
<b>Semester Credits</b>		<b>26</b>							

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**5th Semester**

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed MOOCS
				Theory	Practical	Tutorial	Offline	Online	Blended	
CC 11	Financial Management & International Accounting	BBA GB 501	6	5	0	1	✓			As per MAKAUT Notification
CC 12	Global Supply Chain Management	BBA GB 502	6	5	0	1	✓			
DSE 1 (Any one)	International Marketing	BBA GB 503 (A)	6	5	0	1			✓	
	Marketing Analytics	BBA GB 503 (B)	6	5	0	1			✓	
DSE 2 (Any one)	International Human Resource Management	BBA GB 504 (A)	6	5	0	1			✓	
	Human Resource Analytics	BBA GB 504 (B)	6	5	0	1			✓	
<b>Semester Credits</b>			<b>24</b>							

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**6th Semester**

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed MOOCS	
				Theory	Practical	Tutorial	Offline	Online	Blended		
CC 13	Project Management	BBA GB 601	6	5	0	1	✓			As per MAKAUT Notification	
CC 14	Entrepreneurship and Small Business Management	BBA GB 602	6	5	0	1	✓				
DSE 3 (Any one)	Financial Analytics	BBA GB 603 A	6	5	0	1			✓		
	Strategic Management	BBA GB 603 B		5	0	1			✓		
DSE 4 (Any one)	Major Project	BBA GB 681 A	6	1	5	0			✓		
	Internship	BBA GB 681 B		1	5	0			✓		
<b>Semester Credits</b>			<b>24</b>								

**Note:**

Major Project/Internship- (Students have to engage in a full length/capstone project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged in case of Internship.

(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva as part of University examination.