Maulana Abul Kalam Azad University of Technology, West Bengal
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Syllabus of BBA (Global Business)
Effective from academic session 2023-2024

FYUP-CCF [BBA (Global Business)], MAKAUT

Sem	Major (Offline)	Minor (Blended Mode) (Management)	Inter Disciplinary (Offline)	Ability Enhancement (Offline)	Skill Enhancement (Online /Sessional)	Common Value added Course (SESSIONAL)	Total credits
I	FYBBAGB 101- Basics of Financial Accounting (5) FYBBAGB 102- Principles of Management (5)	M01: Computer Fundamental	Any one from GE baskets Basket A or D (3 credits)	English and Professional Communication	Life Skills & Personality Development (2 credits)	Yoga/ Health & Wellness/ Sports (2 credits)	22
II	FYBBAGB 201- Introduction to Global Business Environment (5) FYBBAGB 202- Fundamentals of Economics(5)	M02: 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	FYBBAGB 301- Managerial Economics (5) FYBBAGB 302- Business Regulatory Framework (5)	M03: Word and PowerPoint & Spreadsheet Application with Excel / R programming & Data Analytics	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
IV	FYBBAGB 401- Marketing and Sales Management (4) FYBBAGB 402- Human Resource Management (4)	M04: Basics of Operating System / Database Management System with SQL /PHP		Society Culture and Human Behavior (2 credits)			23

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	FYBBAGB 403- International Financial Markets and Institutions(5)	Programming & Web Development M05: Graphic Design with Photoshop and Illustrator/ Unix And Shell Programming/ Advanced Excel & Data Analytics					
V	FYBBAGB 501- Global Supply Chain Management(5) FYBBAGB 502- International Financial Management & Accounting(5)	M06: Cloud Computing/ Introduction to Computer Networks / M07:E-commerce and Application			**Internship** [Code: FYBFDI581] (4 credits)		**22**
VI	FYBBAGB 601- Project Management (5) FYBBAGB 602- International Human Resource Management(5) FYBBAGB 603- Risk Management in Global Business (5)	M08: Web Development with HTML and CSS/ Data Mining & Data Warehousing M09: Internet and Network / ERP					**22**
VII	FYBBAGB 701A- International Marketing (5) OR FYBBAGB 701B-	M10: Software Project Management / Introduction to Cyber Security and Cyber Laws/ Machine					**22**

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	International Strategic Management(5) FYBBAGB 702- Research Methods(5) FYBBAGB 791- Statistics Lab I(4)	Learning with Python M11: Digital Marketing / Data Analysis and Interpretation/ Data Analysis & Reporting using SAS				
VIII	FYBBAGB 801- Enterprise Resource Planning(5) OR FYBBAGB 891- Statistics Lab II (5) FYBBAGB 801A- Marketing Analytics(5) OR FYBBAGB 801B- Human Analytics(5) OR FYBBAGB 801C- Financial Analytics(5)				**Capstone/** [Code FYBBAGBC881] **Research project** [Code FYBBAGB R882] 12 credits		22
	19 sub - 91 credits	**11 sub – 42 credits**	**3 sub – 09 credits**	**4 sub – 08 credits**	**3 sub & Int & Proj - 22 credits**	**2 sub – 4 credits**	**176**