

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Entrepreneurship
(Effective from 2023-24 Academic Sessions)

Graduate Attributes

By the end of the program the students will be able to:

- To develop students professionally to handle business issues.
- To develop students to be a better team player.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students.
- To promote entrepreneurial skills among students.
- Upon completion of the BBA Entrepreneurship program, the individual must demonstrate maturity, professionalism and team working skills
- Upon completion of the BBA Entrepreneurship program, the individual will have specialized skills to deal with area specific issues of concern.
- Upon completion of the BBA Entrepreneurship program, the individual will be capable of analyzing, investigating and solving critical business issues.

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Curriculum Structure

SEM-1

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	ENTC101	Fundamentals of Entrepreneurship	4	1	0	5
2.		ENTC102	Principles of Management	4	1	0	5
3.	DSE	MIC101	Computer Fundamentals	3	0	0	3
4.	GE		Any one from GE Basket A/D	3	0	0	3
5.	AECC	AECC101	English & Professional Communication	2	0	0	2
6.	SEC	SEC181	Life Skills & Personality Development	2	0	0	2
7.	VAC	VAC181A /B/C	Yoga, Health & Wellness, Sports	2	0	0	2
Total Credit							22

SEM-2

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	ENTC201	Organisation Behaviour	4	1	0	5
2.		ENTC202	Business Mathematics & Statistics	4	1	0	5
3.	DSE	MIC201	Management Information System	3	0	0	3
4.	GE		Any one from GE Basket B/E	3	0	0	3
5.	AECC	AECC201	Modern Indian Languages and Literature	2	0	0	2
6.	SEC	SEC201	IT Tools for Business	2	0	0	2
7.	VAC	VAC281A /B/C	Critical Thinking, NSS, Mental Health Environmental Studies	2	0	0	2
Total Credit							22

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SEM-3

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	ENTC301	Marketing Management	4	1	0	5
2.		ENTC302	Basics of Accounting	4	1	0	5
3.	DSE	MIC301	Word and PowerPoint & Spreadsheet Application with Excel	3	1	0	4
4.	GE		Any one from GE Basket C/F	3	0	0	3
5.	AECC	AECC201	The Constitution, Human Rights and Law	2	0	0	2
6.	SEC	SEC201	Understanding basics of Cyber Security	2	0	0	2
Total Credit							21

SEM-4

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	ENTC401	Managerial Economics	4	1	0	5
2.		ENTC402	Quantitative Methods & Techniques	3	1	0	4
3.		ENTC403	Human Resource Management	3	1	0	4
4.	DSE	MIC401	Basics of Operating System	3	1	0	4
5.		MIC402	Graphic Design with Photoshop and Illustrator	3	1	0	4
6.	AECC	AECC401	Society Culture and Human Behavior	2	0	0	2
Total Credit							23

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SEM-5

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	ENTC501	Financial Management	4	1	0	5
2.		ENTC502	Services Marketing	4	1	0	5
3.	DSE	MIC501	Cloud Computing	3	1	0	4
4.		MIC502	E-Commerce and Applications	3	1	0	4
5.	SEC	SEC581	Internship	0	0	4	4
Total Credit							22

SEM-6

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	ENTC601	Industrial Relations	3	1	0	4
2.		ENTC602	Supply Chain Management	4	1	0	5
3.		ENTC603	Business Law	4	1	0	5
4.	DSE	MIC601	Development with HTML and CSS	3	1	0	4
5.		MIC602	Internet and Networking	3	1	0	4
Total Credit							22

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SEM-7

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	ENTC701	Production & Operations Management	4	1	0	5
2.		ENTC702	Research Methodology	4	1	0	5
3.		ENTC703	Venture Ideation	3	1	0	4
4.	DSE	MIC701	Software Project Management	3	1	0	4
5.		MIC702	Data Analysis and Interpretation	3	1	0	4
Total Credit							22

SEM-8

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	ENTC801	Business Modeling & Planning (Sessional)	4	1	0	5
2.		ENTC802	Project Management (Sessional)	4	1	0	5
4.	DSE	SEC881	Internship & Research Project/ Dissertation	0	0	12	12
Total Credit							22