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

Curriculum Structure

SEM-1

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 101	Principles of Management	5	1		6
2.		BBA 102	Business Economics	5	1		6
3.	GE		Any one from GE Basket				6
4.	AECC	BBA 104	Business Communication	2			2
			Total Credit				20

SEM-2

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 201	Operations Management	5	1		6
2.		BBA 202	Organizational Behaviour	5	1		6
3.	GE		Any one from GE Basket				6
4.	AECC	BBA 204	Environment & Sustainable Development	2			2
			Total Credit				20

SEM-3

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 301 BBA 391	Business Research Methods	4		2	6
2.		BBA 302	Financial Accounting	5	1		6
3.		BBA 303	Marketing Management	5	1		6
4.	GE		Any one from GE Basket				6
5.	SEC	BBA 305	Personality Development			2	2
			Total Credit				26

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SEM-4

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 401	Human Resource Management	5	1		6
2.		BBA 402	Sales & Distribution Management	5	1		6
3.		BBA 403	Customer Relationship Management	5	1		6
4.	GE		Any one from GE Basket				6
5.	SEC	BBA 405	Computer Applications	2			2
			Total Credit				26

SEM-5

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 501	Financial Management and Risk Analysis	5	1		6
2.		BBA 502	Entrepreneurship	5	1		6
3.	DSE	BBA 503 (Any one)	BBA 503(A): Consumer Behaviour or BBA 503(B): Financial Markets, Institutions and Financial Services or BBA 503(C): Industrial Relations	5	1		6
4.		BBA 504 (Any one)	BBA 504(A): Data Analytics Skills for Managers or BBA 504(B) :Business Intelligence	5	1		6
			Total Credit				24

SEM-6

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 601	Project Management	5	1		6
2.		BBA 602	Supply Chain and Logistics Management	5	1		6
3.	DSE	BBA 603 (Any one)	BBA 603 (A): Marketing Analytics or BBA 603 (B): Financial Analytics or BBA 603 (C): Human Resource Analytics	5	1		6
4.		BBA 694 (Any one)	Project* or Internship*		1	5	6
			Total Credit				24

*(Students have to engage in a full length project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged wherever possible.
(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will followed by a report submission and viva.