

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for BBA (ENTREPRENEURSHIP)
(Effective for Academic Session 2019-2020)

COURSE STRUCTURE

1ST YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER I							
Theory							
1	BBAE-101	Case Studies and Inspirational Stories of Self made business tycoons. Common traits of businessman and entrepreneurs. How to have a mindset of a Businessman/ Entrepreneurs	4	-	-	4	4
2	BBAE-102	Exploring Small Businesses/ Home Businesses. Ideating on Businesses which could be started with minimum or no Capital	4	-	-	4	4
3	BBAE-103	Considering Franchise Businesses and Replication of Successful Business Models from other parts of the Country/Abroad	4	-	-	4	4
4	BBAE-104	Ways to identify new business ideas & opportunities based on Solutions to local Problems. Waste to Wealth Sustainability based businesses. How to Validate such Business Ideas	4	-	-	4	4
5	BBAE-105	Importance of SWOT analysis. Risk perception & its mitigation. Refining & Updating of the initial idea to reduce risk and make the value proportion to the customers more attractive	4	-	-	4	4
Total Credit			20				

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SEMESTER II							
Theory							
1	BBAE-201	Types of Organization for Conducting Business Proprietorship, Partnership, LLP, Private Limited Company and Public Limited Company. Advantage/Disadvantage in operation, taxes and Market perception	4	-	-	4	4
2	BBAE -202	Business Regulatory Framework. Types of Registrations Required for New/All kinds of Businesses.	4	-	-	4	4
3	BBAE-203	Market and Other Business. Research Methodology used by start-ups for validation	3	1	-	4	4
4	BBAE-204	Stationery and other Requirements to start a Business. Conversion of a Business Ideas to a Business Plan/ Making of Project Reports, Implementation timeline & Road Map.	3	1	-	4	4
5	BBAE-205	Financial Planning and Cash Flow Projection (Using Excel Sheets) Exploring Various Sources of Finance. Government Incentives and other benefits for start-ups	3	1	-	4	4
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2ND YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	BBAE-301	Using Market Research to Plan an effective Marketing Strategy including Planning for Ads & PR for business launch and regular promotion.	4	-	-	4	4
2	BBAE-302	Websites and other ways of online Presence & taking advantage of E-Commerce. Ensuring Cyber Security.	2	1	1	4	4
3	BBAE-303	Establishment of online & offline channels for Sales, Marketing & Promotion. Secured Payment gateways and logistic planning.	2	1	1	4	4
4	BBAE-304	Using Guerrilla Marketing & Promoting Strategies. Analysing Various Case Studies and finding replicable ideas to be implemented on regular basis.	4	-	-	4	4
5	BBAE-305	Using PR Events and other Promotional/CSR activities to build brand loyalties. Replicating such successful activities learnt from others.	4	-	-	4	4
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SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
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SEMESTER IV							
Theory							
1	BBAE -401	Advantages & How to Implement SOP for every Business Activity. Establishing Process driven business Culture.	4	-	-	4	4
2	BBAE-402	Automation through use of Technology. Adoption of financial Prudence. Cost Control and its continuous Reduction.	4	-	-	4	4
3	BBAE-403	ERP driven Business. Generation of MIS Reports & Its importance in decision making. Tax and Balance Sheet Planning.	3	1	-	4	4
4	BBAE-404	How to Study Balance Sheet and Financial Statements. Generating Monthly P/L Accounts. Finance & Cash Flow Management and its importance	4	-	-	4	4
5	BBAE-405	Strategies to get high Credit Rating through efficient Financial Management and good credit history and reduction in cost of borrowing.	4	-	-	4	4
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3RD YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER V							
Theory							
1	BBAE-501	How to hire a great team. Exploring different sources to get best people to work and motivating them to work as a team.	4	-	-	4	4
2	BBAE-502	How to motivate employees to become Star performers. Creating a learning Organization and enabling work culture.	4	-	-	4	4
3	BBAE-503	Ensuring Secured and enabling work environment ensuring mental peace for working staff. Creating a Great Place to work.	4	-	-	4	4
4	BBAE - 504	Performance Appraisal and Incentivising Performance through Recognition & Gifts. Continuously Adopting Best HR Practices.	4	-	-	4	4
5	BBAE-505	ESOPs & other Tax free Incentives. Health Insurance. Paid holidays, etc	4	-	-	4	4
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SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
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SEMESTER VI							
Theory							
1	BBAE-601	Formation of a Company or Firm Start-up. Getting the place of establishment and getting all required registration. Opening of Bank Account, etc	4	-	-	4	4
2	BBAE-602	Actual financial planning and budgeting. Tips for Sustainability and Growth.	4	-	-	4	4
	BBAE-603	Business Plan Presentation + Getting Investors, Partners, and other Stakeholders on board.	4	-	-	4	4
	BBAE-604	Actual Working on Project. Hiring of People. Customer Acquisition, Vendor Development.	4	-	-	4	4
	BBAE-605	Official Launch of the Business. Planning for the launch, Press Conference, Ad Promotion, Final launch	4	-	-	4	4
Total Credit			20				