

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB  
Syllabus for Bachelor of Business Administration

(Effective for Students Admitted in Academic Session 2018-2019)

**Draft Repository of Digital Online Courses**

**Annexure B**

| Sl No | Course Name  | URL   | Institution                          | Duration                   | Credit Point |
|-------|--|---|--------------------------------------|----------------------------|--------------|
| 1     | Improve Your English Communication Skills Specialization               | <a href="https://www.coursera.org/specializations/improve-english">https://www.coursera.org/specializations/improve-english</a>         | Georgia Tech                         | 3hours/week for 5 months   | 3            |
| 2     | Interviewing and Resume Writing  | <a href="https://www.coursera.org/learn/successful-interviewing">https://www.coursera.org/learn/successful-interviewing</a>             | University of Maryland               | 3 hours/week for 19 hours  | 1            |
| 3     | Learn English: Advanced Academic Speaking and Listening Specialization | <a href="https://www.coursera.org/specializations/speaklistenenglish">https://www.coursera.org/specializations/speaklistenenglish</a>   | UCI Division of Continuing Education | 4 hours/week for 6 months  | 4            |
| 4     | Introduction to Public Speaking  | <a href="https://www.coursera.org/learn/public-speaking">https://www.coursera.org/learn/public-speaking</a>                             | University of Washington             | 2 hours /week for 16 hours | 1            |
| 5     | Dynamic Public Speaking Specialization                                 | <a href="https://www.coursera.org/specializations/public-speaking">https://www.coursera.org/specializations/public-speaking</a>         | University of Washington             | 3 hours/week for 7 months  | 4            |
| 6     | English Composition  | <a href="https://www.edx.org/course/english-composition-asux-eng101x6">https://www.edx.org/course/english-composition-asux-eng101x6</a> | Arizona State University             |                            | 5            |

| Sl No | Course Name  | URL   | Institution                                    | Duration                      | Credit Point |
|-------|--|---|--|-------------------------------|--------------|
| 7     | Technical English for Engineers                          | <a href="https://onlinecourses.nptel.ac.in/noc18_hs27/preview">https://onlinecourses.nptel.ac.in/noc18_hs27/preview</a>   | IIT Madras                                     |                               | 2            |
| 8     | Soft Skills  | <a href="https://onlinecourses.nptel.ac.in/noc18_hs29/preview">https://onlinecourses.nptel.ac.in/noc18_hs29/preview</a>   | IIT Roorkee                                    |                               | 4            |
| 9     | Business English: Basics                                 | <a href="https://www.coursera.org/learn/business-english">https://www.coursera.org/learn/business-english</a>   | Hong Kong University of Science and Technology | 3 - 5 hours per week, 6 weeks | 3            |
| 10    | English Language for Competitive Exams                   | <a href="https://onlinecourses.nptel.ac.in/noc18_hs28/preview">https://onlinecourses.nptel.ac.in/noc18_hs28/preview</a>   | IIT Madras                                     |                               | 2            |
| 11    | Professional Certificate in Soft Skills                  | <a href="https://www.edx.org/professional-certificate/ritx-soft-skills">https://www.edx.org/professional-certificate/ritx-soft-skills</a>                               | EdX  | 4 months                      | 3            |
| 12    | Conversational English Skills                            | <a href="https://www.edx.org/course/sheng-huo-ying-yu-ting-shuotsinghuax-30640014x">https://www.edx.org/course/sheng-huo-ying-yu-ting-shuotsinghuax-30640014x</a>       | Tsinghua University                            |                               | 3            |
| 13    | Take Your English Communication Skills to the Next Level | <a href="https://www.coursera.org/specializations/improve-english">https://www.coursera.org/specializations/improve-english</a>   | Georgia Institute of Technology                |                               | 1            |
| 14    | Basic Algebra  | <a href="https://www.coursera.org/learn/algebra-basica">https://www.coursera.org/learn/algebra-basica</a>   | National Autonomous University of Mexico       | 5 weeks                       | 1            |
| 15    | Introduction to Calculus                                 | <a href="https://www.coursera.org/learn/introduction-to-calculus">https://www.coursera.org/learn/introduction-to-calculus</a>   | The University of Sydney                       | 5 weeks                       | 1            |
| 16    | Mathematical bases derivatives                           | <a href="https://courses.edx.org/courses/course-v1:UPValenciaX+BMD101x+2T2019/course/">https://courses.edx.org/courses/course-v1:UPValenciaX+BMD101x+2T2019/course/</a> | UPV  | 5 weeks                       | 1            |
| 17    | Mathematical bases algebra                               | <a href="https://courses.edx.org/courses/course-v1:UPValenciaX+BMA101x+1T2019/course/">https://courses.edx.org/courses/course-v1:UPValenciaX+BMA101x+1T2019/course/</a> | UPV  | 4 weeks                       | 1            |

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|--------------|--|---|---|-----------------|---------------------|
| 18           | Knowledge Management and Big Data in Business            | <a href="https://www.edx.org/v2/course/knowledge-management-and-big-data-in-business-2">https://www.edx.org/v2/course/knowledge-management-and-big-data-in-business-2</a>                       | The Hong Kong Polytechnic University (HKPolyUx) | 8 weeks         | 3                   |
| 19           | Qualitative Research Methods                             | <a href="https://www.coursera.org/learn/qualitative-methods">https://www.coursera.org/learn/qualitative-methods</a>   | University of Amsterdam                         | 8 weeks         | 3                   |
| 20           | Basic Statistics   | <a href="https://www.coursera.org/learn/basic-statistics">https://www.coursera.org/learn/basic-statistics</a>   | University of Amsterdam                         | 8 weeks         | 3                   |
| 21           | Fundamentals of Microeconomics                           | <a href="https://www.edx.org/course/fundamentals-of-microeconomics-fundamentos-de-microeconomia-3">https://www.edx.org/course/fundamentals-of-microeconomics-fundamentos-de-microeconomia-3</a> | UC3Mx   | 7 weeks         | 2                   |
| 22           | Introduction to Economics: Microeconomics                | <a href="https://www.edx.org/course/introduction-to-economics-microeconomics">https://www.edx.org/course/introduction-to-economics-microeconomics</a>   | Seoul National University (SNUx)                | 7 weeks         | 2                   |
| 23           | Introduction to Managerial Economics                     | <a href="https://www.edx.org/course/introduction-to-managerial-economics-0">https://www.edx.org/course/introduction-to-managerial-economics-0</a>   | IIMB  | 6 weeks         | 2                   |
| 24           | Microeconomic Principles: Decision-making under Scarcity | <a href="https://www.edx.org/course/microeconomic-principles-decision-making-under-scarcity">https://www.edx.org/course/microeconomic-principles-decision-making-under-scarcity</a>             | Arizona State University                        | 8 weeks         | 3                   |

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|--------------|---|---|---|-----------------|---------------------|
| 25           | Fundamentals of Macroeconomics                            | <a href="https://www.edx.org/course/fundamentals-of-macroeconomics-2">https://www.edx.org/course/fundamentals-of-macroeconomics-2</a>   | UC3Mx   | 6 weeks         | 2                   |
| 26           | Introduction to Social Research Methods                   | <a href="https://www.edx.org/course/introduction-to-social-research-methods-0">https://www.edx.org/course/introduction-to-social-research-methods-0</a>                                       | The University of EDINBURGH                       | 8 weeks         | 3                   |
| 27           | Foundation Course in Managerial Economics                 | <a href="https://onlinecourses-archive.nptel.ac.in/noc19_mg01/preview">https://onlinecourses-archive.nptel.ac.in/noc19_mg01/preview</a>   | NPTEL   | 8 weeks         | 3                   |
| 28           | Data Analysis in Social Science— Assessing Your Knowledge | <a href="https://www.edx.org/v2/course/data-analysis-in-social-scienceassessing-your-knowledge-2">https://www.edx.org/v2/course/data-analysis-in-social-scienceassessing-your-knowledge-2</a> | Massachusetts Institute of Technology (MITx)      | 13 weeks        | 4                   |
| 29           | Introduction to Sociology                                 | <a href="https://www.edx.org/course/introduction-to-sociology">https://www.edx.org/course/introduction-to-sociology</a>   | University of Texas of the Permian Basin          | 6 weeks         | 2                   |
| 30           | Global Marketing Management                               | <a href="https://onlinecourses-archive.nptel.ac.in/noc19_mg10/preview">https://onlinecourses-archive.nptel.ac.in/noc19_mg10/preview</a>   | NPTEL   | 8 weeks         | 3                   |
| 31           | Supply Chain Management: A Decision-Making Framework      | <a href="https://www.edx.org/course/supply-chain-management-a-decision-making-framework">https://www.edx.org/course/supply-chain-management-a-decision-making-framework</a>                   | LouvainX (Université catholique de Louvain (UCL)) | 13 Weeks        | 4                   |

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|--------------|--|---|--|-----------------|---------------------|
| 32           | Customer Relationship Management   | <a href="https://www.edx.org/course/customer-relationship-management">https://www.edx.org/course/customer-relationship-management</a>               | IIMBx (Indian Institute of Management Bangalore) | 6 Weeks         | 2                   |
| 33           | Foundations of Marketing Analytics Specialization  | <a href="https://www.coursera.org/specializations/marketing-analytics">https://www.coursera.org/specializations/marketing-analytics</a>             | EMORY University                                 | 5 weeks         | 1                   |
| 34           | Positioning: What you need for a successful Marketing Strategy                                 | <a href="https://www.coursera.org/specializations/marketing-strategy">https://www.coursera.org/specializations/marketing-strategy</a>               | IE Business School                               | 4 weeks         | 1                   |
| 35           | Marketing Analytics  | <a href="https://www.coursera.org/learn/uva-darden-market-analytics">https://www.coursera.org/learn/uva-darden-market-analytics</a>                 | University of Virginia                           | 5 weeks         | 1                   |
| 36           | Digital Marketing: Marketing in a Digital World  | <a href="https://www.coursera.org/specializations/digital-marketing">https://www.coursera.org/specializations/digital-marketing</a>                 | University of Illinois at Urbana-Champaign       | 4 weeks         | 1                   |
| 37           | Buyer Behaviour and Analysis   | <a href="https://www.edx.org/school/curtinx">https://www.edx.org/school/curtinx</a>   | CurtinX  | 12 weeks        | 4                   |
| 38           | Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more | <a href="https://www.coursera.org/learn/integrated-marketing-communications">https://www.coursera.org/learn/integrated-marketing-communications</a> | IE Business School                               | 4 weeks         | 1                   |

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|--------------|--|---|---|-----------------|---------------------|
| 39           | Positioning: What you need for a successful Marketing Strategy | <a href="https://www.coursera.org/specializations/marketing-strategy">https://www.coursera.org/specializations/marketing-strategy</a>   | IE Business School                        | 4 weeks         | 1                   |
| 40           | Strategic Management   | <a href="https://www.iimb.ac.in/eep/product/166/Management%20of%20Technology%20and%20Innovation1?management=StrategyGeneralManagement&amp;addurl=S00930&amp;Ref=undefined">https://www.iimb.ac.in/eep/product/166/Management of Technology and Innovation1?management=StrategyGeneralManagement&amp;addurl=S00930&amp;Ref=undefined</a> | Indian Institute of Management, Bangalor  | 5 weeks         | 1                   |
| 41           | Investment Strategy  | <a href="https://www.isb.edu/financial-markets-and-investment-strategy-specialisation">https://www.isb.edu/financial-markets-and-investment-strategy-specialisation</a>   | Indian School of Business                 | 4 weeks         | 1                   |
| 42           | Accounting and Finance   | <a href="https://www.derby.ac.uk/undergraduate/accounting-courses/business-accounting-and-finance-ba-hons/">https://www.derby.ac.uk/undergraduate/accounting-courses/business-accounting-and-finance-ba-hons/</a>   | University of Derby                       | 11 weeks        | 3                   |
| 43           | Accounting for Decision-Making, Certificate                    | <a href="https://www.iimb.ac.in/eep/product/106/Finance%20for%20Decision%20Making%20for%20non%20finance%20managers">https://www.iimb.ac.in/eep/product/106/Finance for Decision Making for non finance managers</a>   | Indian School of Business                 | 5 weeks         | 1                   |
| 44           | Financial Accounting and Analysis                              | <a href="https://www.iimb.ac.in/finance-account">https://www.iimb.ac.in/finance-account</a>   | Indian Institute of Management, Bangalore | 6 weeks         | 2                   |
| 45           | Recruitment, Hiring and Onboarding Employees                   | <a href="https://www.coursera.org/learn/managing-human-resources?specialization=human-resource-management">https://www.coursera.org/learn/managing-human-resources?specialization=human-resource-management</a>   | University of Minnesota                   | 4 weeks         | 1                   |
| 46           | Managing Employee Compensation                                 | <a href="https://www.coursera.org/learn/managing-human-resources?specialization=human-resource-management">https://www.coursera.org/learn/managing-human-resources?specialization=human-resource-management</a>   | University of Minnesota                   | 4 weeks         | 1                   |
| 47           | Managing Employee Performance                                  | <a href="https://www.coursera.org/learn/managing-human-resources?specialization=human-resource-management">https://www.coursera.org/learn/managing-human-resources?specialization=human-resource-management</a>   | University of Minnesota                   | 4 weeks         | 1                   |

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|-------|---|---|----------------------------|----------|--------------|
| 48    | Managing Social And Human capital                     | <a href="https://www.classcentral.com/course/coursera-managing-social-and-human-capital-6887">https://www.classcentral.com/course/coursera-managing-social-and-human-capital-6887</a> | University of Pennsylvania | 4 weeks  | 1            |
| 49    | People Analytics                                      | <a href="https://www.coursera.org/learn/wharton-people-analytics">https://www.coursera.org/learn/wharton-people-analytics</a>   | University of Pennsylvania | 4 weeks  | 1            |
| 50    | Global Human Resource Management & Future Issues      | <a href="https://online.hbs.edu/courses/management-essentials">https://online.hbs.edu/courses/management-essentials</a>   | Harvard University         | 8-weeks  | 3            |
| 51    | Certification on Equity Portfolio Management          | <a href="https://www.nseindia.com/education/content/module_nccmp.htm">https://www.nseindia.com/education/content/module_nccmp.htm</a>   | NSE                        | 16 weeks | 5            |
| 52    | Certified Program on Live Trading Strategies          | <a href="https://www.nseindia.com/education/content/module_nccmp.htm">https://www.nseindia.com/education/content/module_nccmp.htm</a>   | NSE                        | 12 weeks | 4            |
| 53    | Certified Capital Market Professional (NCCMP)         | <a href="https://www.nseindia.com/education/content/module_nccmp.htm">https://www.nseindia.com/education/content/module_nccmp.htm</a>   | NSE                        | 12weeks  | 4            |
| 54    | Administration & Public Policy: Concepts and Theories | <a href="https://swayam.gov.in/nd2_cec19_hs16/prview">https://swayam.gov.in/nd2_cec19_hs16/prview</a>   | SWAYAM                     | 6        | 3            |
| 55    | Corporate Tax Planning                                | <a href="https://swayam.gov.in/nd2_ugc19_hs24/prview">https://swayam.gov.in/nd2_ugc19_hs24/prview</a>   | SWAYAM                     | 15       | 4            |
| 56    | Intermediate Management Accounting                    | <a href="https://www.edx.org/course/intermediate-management-accounting-acca-ma2-x">https://www.edx.org/course/intermediate-management-accounting-acca-ma2-x</a>                       | Edx                        | 6        |              |
| 57    | Demand and Supply Analytics                           | <a href="https://www.edx.org/course/demand-and-supply-analytics">https://www.edx.org/course/demand-and-supply-analytics</a>   | Edx                        | 12       |              |
| 58    | Open and Smart Government                             | <a href="https://www.edx.org/course/open-and-smart-government">https://www.edx.org/course/open-and-smart-government</a>   | Edx                        | 4        |              |

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| 59 | Introduction To Learning Analytics                   | <a href="https://swayam.gov.in/nd1_noc19_ge20/p_review">https://swayam.gov.in/nd1_noc19_ge20/p_review</a>   | SWAYAM   | 4  | 2 |
| 60 | Transacting on the Blockchain                        | <a href="https://www.coursera.org/learn/transacting-blockchain">https://www.coursera.org/learn/transacting-blockchain</a>   | Coursera | 4  |   |
| 61 | Business Ethics                                      | <a href="https://swayam.gov.in/nd2_cec19_mg24/p_review">https://swayam.gov.in/nd2_cec19_mg24/p_review</a>   | SWAYAM   | 8  | 3 |
| 62 | Corporate Social Responsibility                      | <a href="https://swayam.gov.in/nd1_noc19_mg53/p_review">https://swayam.gov.in/nd1_noc19_mg53/p_review</a>   | SWAYAM   | 8  | 3 |
| 63 | Disaster Management                                  | <a href="https://swayam.gov.in/nd2_cec19_hs20/p_review">https://swayam.gov.in/nd2_cec19_hs20/p_review</a>   | SWAYAM   | 12 | 4 |
| 64 | Continuous Quality Improvement: Tools and Techniques | <a href="https://swayam.gov.in/nd2_imb19_mg22/p_review">https://swayam.gov.in/nd2_imb19_mg22/p_review</a>   | SWAYAM   | 12 | 4 |
| 65 | Decision-Making Under Uncertainty                    | <a href="https://swayam.gov.in/nd1_noc19_mg43/p_review">https://swayam.gov.in/nd1_noc19_mg43/p_review</a>   | SWAYAM   | 4  | 2 |
| 66 | Fundamentals of Office Management and Methods        | <a href="https://swayam.gov.in/nd2_cec19_mg35/p_review">https://swayam.gov.in/nd2_cec19_mg35/p_review</a>   | SWAYAM   | 12 | 4 |
| 67 | Introduction to Marketing Essentials                 | <a href="https://swayam.gov.in/nd2_imb19_mg11/p_review">https://swayam.gov.in/nd2_imb19_mg11/p_review</a>   | SWAYAM   | 6  | 3 |
| 68 | Operations Management                                | <a href="https://swayam.gov.in/nd2_imb19_mg17/p_review">https://swayam.gov.in/nd2_imb19_mg17/p_review</a>   | SWAYAM   | 6  | 3 |
| 69 | Business Analytics & Data Mining Modeling Using R    | <a href="https://swayam.gov.in/nd1_noc19_mg46/p_review">https://swayam.gov.in/nd1_noc19_mg46/p_review</a>   | SWAYAM   | 4  | 2 |
| 70 | Advanced R Programming                               | <a href="https://www.coursera.org/learn/advanced-r?action=enroll&amp;adgroupid=71792235071&amp;adposition=1t1&amp;campaignid=1776545273&amp;creativeid=343305879502&amp;device=c&amp;device_model=&amp;gclid=Cj0KCQjwsvrpBRCsARIsAKBR_OKVq38spqrZNbibyQXo3Oe0e46ty5f_MK24amHW7b8jH5Zxgg-ISOEaArx7EALw_wcB&amp;hide_mobile_promo=&amp;keyword=coursera+online+courses&amp;matchtype=b&amp;network=g&amp;utm_content=94-">https://www.coursera.org/learn/advanced-r?action=enroll&amp;adgroupid=71792235071&amp;adposition=1t1&amp;campaignid=1776545273&amp;creativeid=343305879502&amp;device=c&amp;device_model=&amp;gclid=Cj0KCQjwsvrpBRCsARIsAKBR_OKVq38spqrZNbibyQXo3Oe0e46ty5f_MK24amHW7b8jH5Zxgg-ISOEaArx7EALw_wcB&amp;hide_mobile_promo=&amp;keyword=coursera+online+courses&amp;matchtype=b&amp;network=g&amp;utm_content=94-</a> | Coursera | 4  |   |



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|    |                                      | <a href="#">BrandedSearch-IN&amp;utm_medium=sem&amp;utm_source=gg</a>   |          |            |   |
| 71 | R Programming Environment            | <a href="https://www.coursera.org/learn/r-programming-environment">https://www.coursera.org/learn/r-programming-environment</a>                 | Coursera | 4          |   |
| 72 | Introduction to R for Data Science   | <a href="https://www.edx.org/course/introduction-to-r-for-data-science-3">https://www.edx.org/course/introduction-to-r-for-data-science-3</a>   | Edex     | 4          |   |
| 73 | Analysing Big Data with Microsoft R  | <a href="https://www.edx.org/course/analyzing-big-data-with-microsoft-r-3">https://www.edx.org/course/analyzing-big-data-with-microsoft-r-3</a> | Edex     | 4          |   |
| 74 | Introduction To R for Data Science   | <a href="https://www.edx.org/course/introduction-to-r-for-data-science-3">https://www.edx.org/course/introduction-to-r-for-data-science-3</a>   | Edex     | 4          |   |
| 75 | Ethics in Engineering Practice       | IIT Kharagpur   | NPTEL    | 8 weeks    | 3 |
| 76 | Ethics and Law in Data and Analytics | Microsoft   | edX      | Self Paced | 4 |
| 77 | A Life of Happiness and Fulfillment  | Indian School of Business   | Coursera | 6 weeks    | 2 |
| 78 | Successful Career Development        | University System of Georgia  | Coursera | 7 weeks    | 2 |
| 79 | Working in Teams: A Practical Guide  | University of Queensland  | edX      | 7 weeks    | 1 |