

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

6th Semester

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed MOOCS	
				Theory	Practical	Tutorial	Offline	Online	Blended		
CC 13	Project Management	BBA GB 601	6	5	0	1	✓			As per MAKAUT Notification	
CC 14	Entrepreneurship and Small Business Management	BBA GB 602	6	5	0	1	✓				
DSE 3 (Any one)	Financial Analytics	BBA GB 603 A	6	5	0	1			✓		
	Strategic Management	BBA GB 603 B		5	0	1			✓		
DSE 4 (Any one)	Major Project	BBA GB 681 A	6	1	5	0			✓		
	Internship	BBA GB 681 B		1	5	0			✓		
Semester Credits			24								

Note:

Major Project/Internship- (Students have to engage in a full length/capstone project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged in case of Internship.

(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva as part of University examination.

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CC 13: Project Management

Course Code: BBA GB 601

Credit: 5L+1T

Course Objectives:

Students will be able to make use of

- The concepts of Project Management for planning to execution of projects.
- The feasibility analysis in Project Management and network analysis tools for cost and time estimation.
- The fundamentals of Contract Administration, Costing and Budgeting.
- Contemporary project management tools and methodologies in Indian context.

Sl	Course Outcome	Mapped Modules
1	Define the concepts of Project Management from planning to execution of projects	M1, M2
2	Demonstrate various steps as well as aspects involved in Project Management	M2, M3, M4
3	Apply the knowledge for project selection and appraisals	M2, M3, M4, M5
4	Analyze the importance of team in the successful execution of a project	M2, M3, M4, M5, M6
5	Evaluate the risk and mitigate the strategies to overcome	M2, M3, M4, M5, M6
6	Explain about tools and techniques of project management along with application in proper context	M2, M3, M4, M5, M6

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Module Number	Content	Total Hours	%age of questions	Blooms Level	Remarks
M1	Project Management tools, functions, activities, Project Selection management	14	20%	1, 2, 3, 4	
M2	Project Management Methodology	8	15%	1, 2, 3, 4, 5, 6	
M3	Project Planning and Scheduling	10	15%	1, 2, 3, 4, 5, 6	
M4	Project Roles, Team Types and Team Building	8	15%	1, 2, 3, 4, 5, 6	
M5	Project risk Management and Mitigation Strategies	8	15%	1, 2, 3, 4, 5, 6	
M6	Project MIS - principal features	12	20%	1, 2, 3, 4, 5, 6	
	Total	60	100		
	Tutorial	16			

Course Content:

Module 1: Define Project, project lifecycle, project classification, define project management, benefits of project management, project management techniques, Project Management tools, functions, activities, Project Selection management - feasibility - types and checkpoints in

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the Project Management, Life Cycle; Financial Analysis, (NPV, ROI, IRR); Development Productivity Index (DPI); Screening Process
[14 L]

Module 2: Project Management Methodology. Project appraisals, feasibility reporting, final project report including P&I appraisal as applicable. Technical and Financial Analysis. **[8 L]**

Module 3: Project Planning and Scheduling (Network Analysis, CPM, PERT, Crashing and Resource Optimization; Project Work Breakdown and structure (functions, activities and tasks); Project cost estimation. **[10 L]**

Module 4: Project Roles, Team Types and Team Building. Organization structure for effective project implementation **[8 L]**

Module 5: Project risk Management and Mitigation Strategies; Social cost-benefit analysis. Project Control. Project Management measuring, monitoring and tracking techniques; Resource allocation and scheduling and purchasing. **[8 L]**

Module 6: Project (PMIS): Software applications and methods, project management system, PMIS principal features
[12 L]

Suggested Readings:

1. Sitangshu Khatua : Project Management and Appraisal : Oxford
2. Dr. Raj Kumar Yadendra Gullybaba.com Panel: MS-52 Project Management, Gullybaba Publishing House Pvt. Ltd.
3. Horold Kerzner : Project Management : A System Approach to Planning, Scheduling and Controlling : Wiley.
4. Erik Larson and Clifford Gray : Project Management: The Managerial Process, McGraw Hill Education.
5. Project Management: Essential Managers, DK.
6. Kalpesh Ashar: Project Management Essentials You Always Wanted to Know, Vibrant Publishers.

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CC 13: Entrepreneurship and Small Business Management

Course Code: BBA GB 602

Credit: 5L+1T

Course Objectives:

At the end of the course, the students will:

1. Develop awareness about successful entrepreneurs and entrepreneurship traits, entrepreneurship mind-set, psychological contract and linking it to real life situations, business requirements and job roles.
2. Make use of the role of the entrepreneur in the successful ideation, linking it to a business opportunity by way of consumer research methods, devising a commercial application for the gap area and using innovation to come up with a suitable product, service and IPR.
3. Develop awareness of types of business ventures, legal and regulatory frameworks, significance of business ethics, types of business processes and management best practices, interdependencies between departments in an organisation, correlation between stability and growth of business and economic and geopolitical and sustainability factors in both domestic and international trade.

Sl	Course Outcome	Mapped Modules
1	Relate enhancement of communication, clarity of thought and expression, ability to ideate and sell the idea through pitching	M1, M2
2	Demonstrate personal brand building, design thinking and critical thinking & emotional intelligence	M1, M2
3	Evaluate business models & projects frameworks and awareness on consumer research methods, analyse expertise development on product prototyping, product development and IPR Filing	M3
4	Analyze business law and corporate governance, practice Strategic thinking, Building awareness on Trade Practices	M4, M5

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5	Assess EXIM Frameworks, Geopolitical, Economic and Sustainability aspects linking Business and Entrepreneurship					M4, M5
Module Number	Content	Total Hours	%age of questions	Blooms Level	Remarks	
M1	Introduction to Entrepreneurship	10	18%	1, 2, 3		
M2	Business Pitching	10	17%	2, 3, 4, 5, 6		
M3	Preparation of Business Model and Prototyping	20	30%	2, 3, 4, 5, 6		
M4	Legal and Financial Aspects of Entrepreneurship	10	18%	2, 3, 4		
M5	Linking Entrepreneurship with business environment	10	17%	2, 3, 4		
	Total	60	100			
	Tutorial	16				

Course Content:

Module-I: Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, agencies in entrepreneurship management and future of entrepreneurship types of entrepreneurs, Why to become entrepreneur, the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system, entrepreneurial success stories, E-Cell Meaning and concept of E-cells, advantages

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to join E-cell, significance of E-cell, various activities conducted by E-cell, Sources of business ideas, how to find & assess ideas, where to find data for ideation, What is a good problem, Opportunity recognition. Design thinking for finding solutions idea evaluation, entrepreneurial Outlook, value proposition

Module-II: Business Pitching Meaning and significance of a business plan, components of a business plan, and feasibility study, Iterating the MVP, Digital Presence for Ventures, Clarifying the value proposition, Guidelines for writing BP, pre- requisites from the perspective of investor, Business Communication: Importance of communication, barriers and gateways to communication, listening to people, the power of talk, personal selling and pitching, risk taking & resilience, negotiation.

Module-III: Preparation of Business Model and Prototyping: The importance and diversity of business model, how business model emerge, potential fatal flaws of business models, components of an effective business model, core strategy, strategic resources, partnership network, customer interface. Translate Business Model into a Business Plan, Deliver an investor pitch to a panel of investors, Identify possible sources of funding prototyping, design, customer insight, ideas development, Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis, Growth Opportunities Characteristics of high growth new ventures, strategies for growth, and building the new venture capital, discovering and assessing opportunities for growth, developing a growth mind-set and visioning for growth, review the robustness and relevance of business model vis-à-vis current market situation, map financing decisions to business models and reiterating business models, Retention & Expansion Strategies, Dealing with stagnation of customer base and developing customer base: expansion to new markets – options and strategies, product Life Cycle

Module-IV: Legal and Financial Aspects of Entrepreneurship: Introduction to various form of business organization: (sole proprietorship, partnership, corporations, Limited Liability company), mission, vision and strategy formulation, Finding your team, art of team formation, teamwork planning, chief mentor/ founder & Co founders, team formation, and delegation of work. Planning and streamlining financial/ Legal processes: Managing cash for growth, Balance between profitability and growth costs, Role of business services – accountant, lawyer, Understanding legal requirements, and compliance issues, Exit options :Evaluating opportunities for acquisition; Growth financing, Scalability & efficiency improvements,

Module-V: Linking Entrepreneurship with business environment: Product/ Market Fit: Understanding basics of unit economics, cost and profitability, Refining the product/service, Establish the success and operational matrix, Starting Operations, Customer Validation: Evaluate the efficiency with which customers can be captured and kept, Early insights on cost of customer acquisition, Other Stakeholder Validation, Customer Development and Experience, Planning and streamlining financial/ Legal processes: Managing cash for growth, Balance between profitability and growth costs, Role of business services –

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accountant, lawyer, Understanding legal requirements, and compliance issues, Exit options :Evaluating opportunities for acquisition; Growth financing, Scalability & efficiency improvements, Expansion model – Geographical/Franchising/Licensing routes to new market expansion, Maximizing Profits- Testing price elasticity, Cost reduction through scaling up, Expanding offerings, other revenue streams (partnerships), Renewal - Similar to Take-off and Resource Maturity of SMEs , Harvesting Rewards- Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy

Suggested Readings:

1. Ramachandran , Entrepreneurship Development, Mc Graw Hill
2. Mathew J Manimala, Entrepreneurship Theory at the Crossroads, Dreamtech Press India Pvt. Ltd.
3. Katz , Entrepreneurship Small Business, Mc Graw Hill
4. Byrd Megginson,,Small Business Management An Entrepreneur's Guidebook 7th ed, McGrawHill
5. Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, Cambridge University Press
6. Hougard S. (2005) The business idea. Berlin, Springer
7. Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. Burlington, ButterworthHeinemann
8. Léo-Paul Dana ,World Encyclopedia of Entrepreneurship, Edward Elgar

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DSE 3: Financial Analytics
Course Code: BBA GB 603 A
Credits- 5L+1T

Course Objectives:

Students will be able to build their competencies in financial analysis and decision making, apply quantitative methods of financial analysis in their regular businesses, analyse real-life proposals for financial investment in a meaningful manner, to be industry-ready through application of analytical tool.

Sl	Course Outcome	Mapped Modules
1	Explain the concept of advanced financial management and risk analysis	M1
2	Demonstrate an understanding on analysis of financial data using different statistical tools	M2, M3, M4
3	Apply knowledge of data science across financial services	M2, M3, M4, M5
4	Examine optimal portfolio allocation	M2, M3, M4, M5, M6
5	Assess the financial services on the basis of machine learning and artificial intelligence	M2, M3, M4, M5, M6
6	Construct the model on optimal portfolio selection and Risk-Return Trade-off & Quadratic Utility	M2, M3, M4, M5, M6

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Module Number	Content	Total Hours	%age of questions	Blooms Level	
M1	Introduction to Financial Analytics	4	10%	1, 2, 3	
M2	Introduction to Analysis of Financial Data Using Statistical Tools	12	20%	1, 2, 3	
M3	Financial Modelling	16	25%	2, 3, 4, 5	
M4	Application of Data Science across Financial Services	12	20%	2, 3, 4, 5	
M5	Optimal Portfolio Allocation	10	15%	2, 3, 4, 5	
M6	Risk-Return Trade-off & Quadratic Utility	6	10%	2, 3, 4, 5	
	Total	60	100		
	Tutorial	16			

Course Content:

Module 1: Introduction to Financial Analytics: Analytical thinking, Role of a Financial Analyst, News analytics (accessing news using web scrapping) and sentiment analysis in finance, Data Driven Financial Decision, Decision making under uncertainty **[4 L]**

Module 2: Introduction to Analysis of Financial Data Using Statistical Tools: Statistical concepts; Probability, Normal, Lognormal

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distribution properties, Data visualization, Understanding data in finance, cleaning and pre-processing of data, Application of software on different forms of financial data set- Time Series and Cross Sectional Data **[12 L]**

Module 3: Financial Modelling: Introduction to Basic Financial Functions in Excel, Discounted Cash flows, Annuity, PMT, PV, NPV, IRR, Financial modelling using Ratios, income statement and financial statements using Excel **[16 L]**

Module 4: Application of Data Science across Financial Services: Learn about Financial Data Analytics with respect to Data Science in Financial Services, Artificial Intelligence and Machine Learning in Financial Services, Usage of AI in Algorithmic Stock Trading, Automated Robo-Advisors, Fraud Detection and Prevention. **[12 L]**

Module 5: Optimal Portfolio Allocation: Capital Allocation Line (CAL) and Optimal Portfolio, Lending and Borrowing on the CAL, analysis using indifference curves. CAPM- Features of Markowitz analysis, expected returns from historical averages, efficient frontier. **[10 L]**

Module 6: Risk-Return Trade-off & Quadratic Utility: Investments and trade consumption across time, trade-off between risk and return, decision making under uncertainty, indifference curves, quadratic utility function, etc. **[6 L]**

Suggested Reading:

1. M. J., & Hugen, D. L . Financial analytics with R: building a laptop laboratory for data science Bennett, Cambridge University Press.
2. Hilpisch, Y. " O'Reilly Python for Finance: Analyze big financial data, Media, Inc."
3. Consoli, S., Reforgiato Recupero, D., & S. Data Science for Economics and Finance. Methodologies and Applications, Springer Nature.
4. Aldridge, I., & Avellaneda, M. John Big data science in finance- Wiley & Sons.
5. Lukomnik, J., & Hawley, J. P Moving Beyond Modern Portfolio Theory- Investing that Matters,. : Routledge.
6. Reilly, F. K., & Brown, K. C Investment Analysis and Portfolio Management., Cengage Learning.
7. Rees, M. John. Principles of financial modelling: model design and best practices using Excel and VBA. Wiley & Sons.

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8. https://www.tutorialspoint.com/excel_data_analysis/excel_data_analysis_financial.htm

DSE 3: Strategic Management

Course Code: BBA GB 603 B

Credits- 5L+1T

Course Objectives:

Students will be able to make use of the concepts and process of strategic management for creating conducive strategies and its implementation and evaluation.

SI	Course Outcome	Mapped Modules
1	Define concepts, background work and major theories in the field of strategic management	M1, M2
2	Demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and appreciate its integrative and interdisciplinary nature	M2, M3, M4
3	Apply concepts, tools & techniques to practical situations for diagnosing and solving organisational problems.	M2, M3, M4, M5
4	Examine their capacity to think and execute strategically	M2, M3, M4, M5
5	Assess strategic performance of a firm	M2, M3, M4, M5
6	Build capability for making their own decisions in dynamic business scenarios	M2, M3, M4, M5

Module Number	Content	Total Hours	%age of questions	Blooms Level	Remarks
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M1	Introduction to Strategic Management	12	20%	1, 2, 3, 4, 5, 6	
M2	Strategic Intent	12	20%	1, 2, 3, 4, 5, 6	
M3	Environmental Scanning	12	20%	1, 2, 3, 4, 5, 6	
M4	Strategy formulation	12	20%	1, 2, 3, 4, 5, 6	
M5	Strategic Implementation and Control	12	20%	1, 2, 3, 4, 5, 6	
	Total	60	100		
	Tutorial	16			

Module 1: Introduction to Strategic Management

[12 L]

Definition of Strategy, define Strategic Management, Evolution of Strategic Management, Strategic Management process, Levels of strategies, benefits and risks of strategic management.

Module 2: Strategic Intent

[12 L]

Vision, Mission, Business definitions, Goals, Objectives and plans, formulation of strategy and strategic implementation

Module 3: Environmental Scanning

[12 L]

External and Internal analysis, PESTEL analysis, SWOT analysis, resources capabilities and core competencies, analysis of strategies and choice of strategy

Module 4: Strategy formulation

[12 L]

Business level strategies-Cost leadership, differentiation and focus. Corporate level strategies-Types of Corporate strategies.

Module 5: Strategic Implementation and Control

[12 L]

Business level strategies-Cost leadership, differentiation and focus. Corporate Level Strategies-Types of Corporate strategies, Evaluation of

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Strategic Alternatives, Types of Strategic Alternatives like Portfolio Analysis and its techniques, SWOT Analysis, Profit Impact of Market Strategy (PIMS), Strategic Change, Corporate Renewal, Internal and External Causes of Organizational failures.

Suggested Readings:

1. Business policy and Strategic Management Concepts and applications: Vipin Gupta, Kamala Gollakota and R.Srinivasan- Revised 2nd Edition,(PHI New Delhi).
2. Strategic Management : Azhar Kazmi.(TMH)
3. Strategic Management : Subbarao (Himalaya Publication)
4. Strategic Planning and Management, P. K. Ghosh, (2006), (Sultan Chand & Sons, New Delhi