

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)

Semester VII

Detailed Syllabus (Honours)

SL. No.	Category	Course Code	Course Title	Credits			Credit
				L	T	P	
1	DSC-15	ENTC 701	Production & Operations Management	4	1	0	5
2	DSC-16	ENTRC 702	Research Methodology	4	1	0	5
3	DSC-17	ENTC 703	Venture Ideation	3	1	0	4
4	MINOR-10	Any one from Minor Basket	Minor Course	3	1	0	4
5	MINOR-11	Any one from Minor Basket	Minor Course	3	1	0	4
Total Credit							22

[Credit Hours: 1 Theory Credit = 15 hours, 1 Practical Credit = 30 hrs]

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Paper: Production & Operations Management

Code: ENTC 701

Credit: 5

Aim of the Course: To provide students with an in-depth understanding of planning, organizing, and controlling production and operational activities to improve efficiency, productivity, and quality in business organizations.

Course Objectives:

- To develop an understanding of the concepts, functions, and importance of Production & Operations Management in modern business organisations.
- To familiarise students with production planning, scheduling, inventory control, and quality management techniques for efficient business operations.
- To enhance students' knowledge of decision-making processes related to production systems, capacity planning, and supply chain management.
- To provide practical insights into the effective utilisation of resources, productivity improvement, and cost optimisation in operations.
- To prepare students to apply operational strategies and modern management tools for achieving organisational efficiency and customer satisfaction.

Course Outcome (COs)

CO Code	Course Outcomes	Bloom's Level
CO1	Recall the fundamental concepts, functions, and scope of Production & Operations Management in business organisations.	1,2
CO2	Explain the importance of production planning, inventory management, quality control, and facility layout in operational efficiency.	1,2
CO3	Apply production and operations management techniques to solve real-life business and manufacturing problems.	1,2,3
CO4	Analyse operational processes, capacity planning, supply chain activities, and productivity measures for effective decision-making	1,2,3,4
CO5	Evaluate different production strategies and operational practices to improve organisational performance and customer satisfaction.	1,2,3,4,5

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Detailed Syllabus

SL	Topic/Module	Hours
Module1	Introduction to Production & Operations Management Concept, nature, scope, and objectives of Production & Operations Management, Role and importance of operations in business organisations, Difference between production and operations management, Evolution of production systems, Types of production systems – job, batch, mass, and continuous production, Functions and responsibilities of operations managers, Productivity concepts and measurement, Contemporary issues in operations management	15
Module2	Production Planning and Control Meaning and objectives of Production Planning and Control (PPC), Forecasting techniques and demand estimation, Routing, scheduling, loading, and dispatching, Capacity planning and aggregate planning, Materials Requirement Planning (MRP), Maintenance management – preventive and breakdown maintenance, Work study, method study, and time study, Lean production and Just-in-Time (JIT) systems	15
Module3	Facility Location, Layout, and Inventory Management Facility location – factors affecting plant location decisions, Plant layout – meaning, objectives, and types, Product layout, process layout, fixed position layout, and cellular layout, Line balancing, Material handling systems, Inventory management – meaning, objectives, and costs, Inventory control techniques – EOQ, ABC analysis, VED analysis, Reorder level, Safety stock, Warehouse management	15
Module4	Quality Management and Supply Chain Management Concept and dimensions of quality, Quality	15

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	control and quality assurance, Statistical Quality Control (SQC), Total Quality Management (TQM), Six Sigma and Kaizen, ISO standards and quality certifications, Supply Chain Management – concept and importance, Logistics and distribution management, Vendor management and outsourcing, Green operations and sustainable supply chain practices	
Module5	Operations Strategy and Emerging Trends in Operations Management Operations strategy and competitiveness, Product and process design, Service operations management, Project management techniques – PERT and CPM, Enterprise Resource Planning (ERP), Role of technology and automation in operations, Industry 4.0, Artificial Intelligence and IoT in operations, E-commerce operations management, Challenges and future trends in production and operations management	15

Module No	Content	Total Hours	% of questions	Bloom level (applicable)
M1	Introduction to Production & Operations Management	15	20	1,2
M2	Production Planning and Control	15	20	1,2,3
M3	Facility Location, Layout, and Inventory Management	15	20	1,2,3,4
M4	Quality Management and Supply Chain Management	15	20	2,3,4,5
M5	Operations Strategy and Emerging Trends in Operations Management	15	20	1,2,3,4,5

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Reference Books

- *Operations Management* by William J. Stevenson — McGraw Hill.
- *Operations Management* by Jay Heizer and Barry Render — Pearson Education.
- *Production and Operations Management* by R. Panneerselvam — PHI Learning.
- *Modern Production/Operations Management* by Elwood S. Buffa and Rakesh K. Sarin — Wiley India.
- *Production and Operations Management* by S. N. Chary — Tata McGraw Hill.
- *Operations and Supply Chain Management* by Roberta S. Russell and Bernard W. Taylor — Wiley.
- *Production and Operations Management* by Adam Jr. Everett E. and Ronald J. Ebert — Prentice Hall.
- *Factory Physics: Foundations of Manufacturing Management* by Wallace J. Hopp and Mark L. Spearman — McGraw Hill

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Paper: Research Methodology

Code: ENTRC 702

Credit: 5

Aim of the Course: To develop a strong conceptual and practical understanding of research methodology, enabling students to identify business problems, design research studies, collect and analyse data systematically, and present findings in a clear and ethical manner. The course also aims to build analytical thinking and decision-making skills useful for academic research, entrepreneurial problem-solving, and management studies.

Course Objectives:

- To introduce the basic concepts, nature, and importance of research in business and management.
- To familiarise students with research design, hypothesis formulation, and literature review techniques.
- To develop an understanding of sampling methods, scales of measurement, and data collection tools.
- To enable students to apply statistical and analytical methods for the interpretation of research data.
- To train students to prepare structured research reports and follow ethical standards in research.

Course Outcomes (COs)

CO Code	Course Outcomes	Bloom's Level
CO1	Recall the basic concepts, terminology, and purpose of research methodology.	Remember
CO2	Explain the process of designing a research study and selecting appropriate methods.	Understand
CO3	Apply sampling, data collection, and analysis tools to simple research problems.	Apply
CO4	Analyze research data and interpret findings to draw meaningful conclusions.	Analyze
CO5	Evaluate research reports and prepare a well-structured project report using ethical practices.	Evaluate

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Sl.	Topic/Module	Hours
Module 1	Introduction to Research Meaning, nature, scope, and objectives of research; types of research; characteristics of good research; research process; research problem identification; objectives and research questions; overview of business and management research.	15
Module 2	Research Design and Literature Review Types of research design; exploratory, descriptive, diagnostic, and experimental research; formulation of hypotheses; literature review process; sources of secondary data; research gaps; conceptual framework.	15
Module 3	Sampling, Measurement, and Questionnaire Design Population and sample; sampling techniques; sampling error; scaling techniques; reliability and validity; ethical considerations in field work.	15
Module 4	Data Collection and Data Processing: Types of data (primary and secondary data), methods of primary data collection (observation, interview, questionnaire, and schedule), methods of data presentation using tables, charts, and diagrams, and use of basic software tools for data handling. Statistical Tools for Analysis: Correlation and regression analysis, concept and procedure of hypothesis testing, and applications of statistical tests including Z-test, t-test, chi-square test, and ANOVA.	15
Module 5	Data Analysis, Interpretation, and Report Writing Introduction to descriptive statistics; hypothesis testing and interpretation of results; correlation and regression: basic idea; interpretation of findings; structure of research report; citation, referencing styles; plagiarism and research ethics.	15

Module No	Content	Total Hours	% of questions	Bloom Level (applicable)
M1	Introduction to Research	15	20	1,2,3,4,5
M2	Research Design and Literature Review	15	20	1,2,3,4,5
M3	Sampling, Measurement, and Questionnaire Design	15	20	1,2,3,4,5
M4	Data Collection and Data Processing	15	20	1,2,3,4,5
M5	Data Analysis, Interpretation, and Report Writing	15	20	1,2,3,4,5

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Reference Books

- Kothari, C.R. & Garg, G. – Research Methodology: Methods and Techniques, New Age International.
- Saunders, M., Lewis, P. & Thornhill, A. – Research Methods for Business Students, Pearson.
- Bajpai, N. – Business Research Methods, Pearson.
- Sekaran, U. & Bougie, R. – Research Methods for Business: A Skill-Building Approach, Wiley.
- Krishnaswamy, O.R., Sivakumar, P. & Mathirajan, M. – Management Research Methodology, Pearson.
- Panneerselvam, R. – Research Methodology, PHI Learning.

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Paper: Venture Ideation

Code: ENTC703

Credits: 4

Aim of the Course:

The course aims to develop entrepreneurial thinking and innovation capabilities among students by enabling them to identify, evaluate, and develop viable business ideas. It provides a structured understanding of creativity, opportunity recognition, business model generation, and early-stage venture planning in contemporary business environments.

Course Objectives:

- To introduce the concepts of innovation, creativity, and venture ideation.
- To help students identify entrepreneurial opportunities in emerging markets and industries.
- To develop skills for evaluating the feasibility and viability of business ideas.
- To familiarise students with business model generation and value proposition design.
- To encourage innovative thinking and entrepreneurial problem-solving abilities.

Course Outcomes (COs)

CO Code	Course Outcomes	Bloom's Level
CO1	Recall the basic concepts, tools, and processes related to venture ideation and innovation.	Remember
CO2	Explain entrepreneurial opportunity recognition and the role of creativity in business development.	Understand
CO3	Apply ideation techniques and feasibility analysis to generate innovative business ideas.	Apply
CO4	Analyze and evaluate business models and entrepreneurial opportunities for venture creation.	Analyze & Evaluate

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SL	Topic/Module	Hours
Module 1	Introduction to Entrepreneurship and Venture Ideation: Concept and characteristics of entrepreneurship, Entrepreneurial mindset and competencies, Innovation and creativity in entrepreneurship, Types of entrepreneurs and ventures, Introduction to venture ideation and startup ecosystem	15
Module 2	Opportunity Recognition and Idea Generation: Sources of business ideas, Environmental scanning and market trends, Design thinking approach, Brainstorming and creativity tools, Identifying customer pain points and unmet needs	15
Module 3	Feasibility Analysis and Opportunity Evaluation: Technical feasibility, Market feasibility, Financial feasibility, SWOT analysis, Risk and uncertainty assessment, Opportunity screening techniques	15
Module 4	Business Model and Value Proposition Development: Business Model Canvas, Value proposition design, Customer segments and channels, Revenue models and cost structures, Competitive advantage and differentiation strategies	15

Reference Books

1. Hisrich, Robert D., Peters, Michael P., and Shepherd, Dean A. – Entrepreneurship, McGraw Hill Education.
2. Osterwalder, Alexander and Pigneur, Yves – Business Model Generation, Wiley.
3. Ries, Eric – The Lean Startup, Crown Business.
4. Tidd, Joe and Bessant, John – Managing Innovation, Wiley.
5. Barringer, Bruce R. and Ireland, R. Duane – Entrepreneurship: Successfully Launching New Ventures, Pearson Education.
6. Kuratko, Donald F. – Entrepreneurship: Theory, Process and Practice, Cengage Learning.
7. Blank, Steve and Dorf, Bob – The Startup Owner's Manual, K&S Ranch.
8. Drucker, Peter F. – Innovation and Entrepreneurship, Harper Business.