

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
**(Formerly known as West Bengal University of Technology)**  
**Syllabus of BBA (Global Business)**  
**Effective from academic session 2023-2024**

**Curriculum structure 7<sup>th</sup> and 8<sup>th</sup> Semester**

| <b>Sem</b> | <b>Major (Offline)</b>                                                                                                                                    | <b>Minor (Blended Mode) (Management)</b>                                                                                                                                                                                                                                                    | <b>Skill Enhancement (Online /Sessional)</b>                           | <b>Total Credits</b> |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|----------------------|
| VII        | FYBBAGB701 International Business Management (5 credits)<br>FYBBAGB702 International Marketing (5 credits)<br>FYBBAGB703 Research Methodology (4 credits) | M10: Software Project Management / Introduction to Cyber Security and Cyber Laws/ Machine Learning with Python (4 Credits)<br>M11: Digital Marketing / Data Analysis and Interpretation/ Data Analysis & Reporting using SAS (4 Credits)<br><br>The above Minors as per MAKAUT Minor basket |                                                                        | 22                   |
| VIII       | FYBBAGB801 Sustainable Business and Project Finance (5 credits)<br>FYBBAGB802 Advanced Business Research (5 credits)                                      |                                                                                                                                                                                                                                                                                             | FYBBAGB 881A: Capstone or<br>FY BBAGB881B: Research project 12 credits | 22                   |

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of BBA (Global Business)**

**Effective from academic session 2023-2024**

**Semester VII**

**International Business Management**

|                    |                             |                      |               |
|--------------------|-----------------------------|----------------------|---------------|
| <b>Course</b>      | <b>BBA(Global Business)</b> | <b>Paper Type</b>    | <b>Theory</b> |
| <b>Course Code</b> | <b>FYBBAGB701</b>           | <b>Semester</b>      | <b>VII</b>    |
| <b>Credits</b>     | <b>5</b>                    | <b>Lecture Hours</b> | <b>75</b>     |

**COURSE OBJECTIVE**

To understand and analyse the global business environment, international trade and financial systems, trade operations, risk management practices, and emerging trends in international business to support informed managerial decision-making in a dynamic global economy.

| <b>CO</b> | <b>Course Outcomes</b>                                                                                                                                                                                                                | <b>Bloom's level</b> |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 1         | Understand the major theories of international trade, trade policies, and the role of international economic institutions in shaping global business and trade relations                                                              | 2                    |
| 2         | Analyse international financial environments, including capital flows, balance of payments, foreign exchange markets, exchange rate mechanisms, and global financial crises, to assess their implications for international business. | 4                    |
| 3         | Apply knowledge of export-import management, trade documentation, payment systems, and trade financing techniques to facilitate international business operations and transactions.                                                   | 3                    |
| 4         | Analyze various business risks in international markets and recommend appropriate risk management strategies for sustainable global operations.                                                                                       | 4                    |
| 5         | Assess the impact of digital transformation, ESG practices, e-business models, global value chains, and emerging technologies on contemporary international business strategies and competitiveness                                   | 5                    |

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of BBA (Global Business)**

**Effective from academic session 2023-2024**

**Detailed Syllabus**

**Module 1: International trade Theories [12]**

Classical Theories :Absolute Cost Advantage theory, Comparative Cost Advantage Theory, Neo Classical Theories: H-O theory, basic concepts of Factor endowment theory, Stolper Samuelson Theory, Factor Price Equalization

Modern Theories (Product Life Cycle Theory, New Trade theory, Competitive Advantage theory)

**Module 2: International Trade Policy [8]**

Types of Trade Policy-Free trade vs trade protection; Instruments of Trade Policy-Tariff & Non-tariff barriers; Trade negotiations-GATT to WTO

India's Trade policy- evolution, objective and framework, EXIM Policy

**Module 3: International Institutions to support International Business [8]:**

IMF World Bank, Asian Development Bank, UNCTAD, ILO, UNIDO an international business.

Economic Integration and Trade Blocs- FTA, Custom Union, Common Market, Economic Union

Regional Trade Agreements, Commodity Agreements

**Module 4: International Financial Environment [15]**

International Capital Flow-FDI, FPI, ECB, MNC, Sovereign Wealth fund

Balance of payment- concept, causes of disequilibrium and methods of correcting the disequilibrium, India's balance of payment crisis.

Global foreign exchange markets- exchange rate determination, exchange rate systems, Currency Convertibility

Exchange rate theories- Purchasing power parity, Monetary Approach, Interest rate parity

Foreign exchange Risk- types, Management of foreign exchange risk

International financial markets- International Banks, Euro currency market, euro bond market, International Equity market, Offshore financing centres

International Financial Crisis- International Debt crisis, Asian Crisis, Global Financial Crisis , Euro crisis

**Module 5: International Operations and Financing [9]**

Export import management- Principles and practices, Motivation and methods, Problems and pitfalls

Payment terms in foreign trade, Documents in International trade, Financing Techniques, Export Financing, Countertrade, Institutional Support for Foreign Trade

**Module 6: International Business Risk Management [8]**

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
**(Formerly known as West Bengal University of Technology)**

**Syllabus of BBA (Global Business)**

**Effective from academic session 2023-2024**

Types of risk, Strategies to manage risk, Organizations for risk management, Enterprise risk management, Challenges in Risk Management

**Module 7: Contemporary Trends in International Business [15]**

E-business- nature, prerequisites, models of e-business, Impact and Impediments,

ESG in International Business and sustainable finance

Digital Transformation and E-Commerce- Concepts of Digital economy, Industry 4.0, Artificial Intelligence (AI), Internet of Things (IoT), Big Data analytics; E-Commerce and Cross-Border Trade; FinTech and Digital Finance; Digital assets and cryptocurrencies

Global value chain- Concept, framework and Drivers of GVC Development, Structure and Governance of Global Value Chains, Challenges, Sustainability and Future Trends in GVCs

**Suggested schedule of Hours**

| No. | Modules                                                      | No. of Hours | CO Mapping | Weightage(%) |
|-----|--------------------------------------------------------------|--------------|------------|--------------|
| 1   | International trade Theories                                 | 12           | 1          | 16%          |
| 2   | International Trade Policy                                   | 8            | 1          | 11%          |
| 3   | International Institutions to support International Business | 8            | 1,2        | 11%          |
| 4   | International Financial Environment                          | 15           | 2          | 20%          |
| 5   | International Trade Operations and Financing                 | 9            | 3          | 12%          |
| 6   | International Business Risk Management                       | 8            | 4          | 11%          |
| 7   | Contemporary Trends in International Business                | 15           | 5          | 20%          |
|     | <b>Total</b>                                                 | <b>75</b>    |            | <b>100%</b>  |

**Text and Reference Books**

| TEXT BOOK                                         | AUTHOR(S) / PUBLICATION                               |
|---------------------------------------------------|-------------------------------------------------------|
| International Business (7 <sup>th</sup> edition)  | K Aswathappa- Tata Mcgraw-Hills                       |
| REFERENCE BOOKS                                   | AUTHOR(S) / PUBLICATION                               |
| International Business (16 <sup>th</sup> edition) | Sullivan Salwan- Pearson                              |
| Global Business Management                        | Manab Adhikary- Macmillan, New Delhi                  |
| International Business Environment                | Black and Sundaram –Prentice Hall of India, New Delhi |
| Sustainable Business Strategies                   | Rajesh Ray- Tata Mcgraw-Hills                         |

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of BBA (Global Business)**

**Effective from academic session 2023-2024**

**International Marketing Management**

|                    |                              |  |                      |               |
|--------------------|------------------------------|--|----------------------|---------------|
| <b>Course</b>      | <b>BBA (Global Business)</b> |  | <b>Paper Type</b>    | <b>Theory</b> |
| <b>Course Code</b> | <b>FYBBAGB702</b>            |  | <b>Semester</b>      | <b>VII</b>    |
| <b>Credits</b>     | <b>5</b>                     |  | <b>Lecture Hours</b> | <b>75</b>     |

**COURSE OBJECTIVE**

The course aims to equip students with the knowledge and analytical skills required to understand international marketing environments, assess global market potential, formulate market entry and marketing strategies, and respond effectively to cross-cultural, digital, and sustainability challenges in international business.

| <b>CO</b> | <b>Course Outcomes</b>                                                                                                                                                               | <b>Bloom's level</b> |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 1         | Understand the concepts, principles, and environmental factors influencing international marketing and global business operations                                                    | 2                    |
| 2         | Understand international market opportunities and various frameworks for market selection and entry decisions                                                                        | 2                    |
| 3         | Assess cross-cultural consumer behavior and develop appropriate segmentation, targeting, and positioning strategies for diverse international markets                                | 4                    |
| 4         | Formulate international marketing mix strategies relating to product, pricing, distribution, branding, promotion, and digital marketing in a global context.                         | 5                    |
| 5         | Apply international marketing research, analytics, and foreign trade documentation procedures to support data-driven decision-making and effective international marketing planning. | 3                    |

**Detailed Syllabus**

**Module 1: Foundations of International Marketing [15]**

Introduction to International Marketing- definition of international marketing, International marketing vs. Domestic Marketing, Principles of International Marketing, Process of internationalization, MNCs and TNCs .

Opportunities and challenges in International Marketing, Dynamics of World Market: Identifying and satisfying global needs, Coordinating activities and recognizing constraints, Global Marketing Environment

**Maulana Abul Kalam Azad University of Technology, West Bengal  
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**Syllabus of BBA (*Global Business*)**

**Effective from academic session 2023-2024**

Contemporary Global Marketing Trends- Digital Globalization, Sustainability and ESG in Marketing, Emerging Trends in International Marketing

**Module 2: International Market Selection, Consumer Behaviour and Market Entry Strategies [15]**

International Consumer Behaviour and Cross-Cultural Marketing- Consumer Behaviour in International Markets, Culture and Consumer Decision-Making, Cross-Cultural Marketing Challenges, Hofstede's Cultural Dimensions, Trompenaars' Cultural Framework

International Market Selection- International Market Selection Process, Country Attractiveness Analysis, Market Potential Assessment, Market Segmentation, Targeting and Positioning in International Markets

Internationalization Models- Process of Internationalization, Uppsala Model of Internationalization, Born Global Firms, Network Theory of Internationalization, CAGE Framework for International Expansion, Porter's Diamond Model and National Competitiveness

International Market Entry Strategies -Exporting, Licensing, Franchising, Joint Ventures, Strategic Alliances, Wholly Owned Subsidiaries, Market Entry Strategies of Indian Firms

International Distribution Strategy- International Channel Design, Factors Influencing Channel Decisions, Channel Selection Decisions, Emerging Distribution Channels and Global Supply Networks

**Module 3: International Product and Branding Strategies [15]**

International Product Planning- Need for Product Planning, Product Life Cycle in International Markets, International Product Policy

Product Strategy in International Markets- Product Adaptation vs. Product Standardization, International Product Positioning, Product and Culture, Planning the International Product Mix

Global Branding Strategy- Brand Equity and Brand Management, International Branding Strategies, Global vs Local Brands, Country-of-Origin Effect, Brand Reputation Management

Packaging, Services and Sustainability- International Packaging, Product Warranties and After-Sales Services, Sustainable Product Development, ESG and Green Marketing Practices

International Marketing Planning and Control- Marketing Planning Process, International Marketing Control and Evaluation

**Module 4: International Pricing, Promotion and Digital Marketing Strategies [15]**

International Pricing Decisions- Environmental Influences on Pricing, Factors Affecting Global Pricing, International Pricing Strategies, Transfer Pricing, Dumping, Grey Market Goods, Countertrade, Forfeiting

International Promotional Decisions- Global Advertising, Advertising Agency Selection, Personal Selling, Sales Promotion, Public Relations, Publicity and Sponsorship, Global Promotion Mix

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of BBA (Global Business)**

**Effective from academic session 2023-2024**

Digital Marketing in International Markets- Digital Marketing Fundamentals, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing, Influencer Marketing, Content Marketing, Mobile Marketing

Emerging Technologies in Marketing- Artificial Intelligence in Marketing, Marketing Automation, Customer Relationship Management (CRM), Personalization and Customer Engagement

**Module 5: International Marketing Research, Analytics and Foreign Trade Documentation[15]**

International Marketing Research- Marketing Information Systems, International Marketing Research Process, Sources of International Marketing Data, Research Challenges in Global Markets

Marketing Analytics- Market Potential Analysis, Customer Analytics, Competitor Analysis, Big Data and Predictive Analytics, Data-Driven Decision Making

Foreign Trade Procedures and Documentation- Export and Import Procedures, Documentation in International Trade, Basics of Export Financing

Cross-Border E-Commerce and Future Trends- Cross-Border Digital Trade, E-Commerce Logistics, Global Marketplaces, Future Trends in International Marketing.

**Suggested schedule of Hours**

| <b>Modules</b>                                                                 | <b>No. of hours</b> | <b>CO Mapping</b> | <b>Weightage %</b> |
|--------------------------------------------------------------------------------|---------------------|-------------------|--------------------|
| Foundations of International Marketing                                         | 15                  | 1                 | 20%                |
| International Market Selection, Consumer Behaviour and Market Entry Strategies | 15                  | 2                 | 20%                |
| International Product and Branding Strategies                                  | 15                  | 3                 | 20%                |
| International Pricing, Promotion and Digital Marketing Strategies              | 15                  | 4                 | 20%                |
| International Marketing Research, Analytics and Foreign Trade Documentation    | 15                  | 5                 | 20%                |
| <b>Total</b>                                                                   | <b>75</b>           |                   | <b>100%</b>        |

**Text and Reference Books**

| <b>TEXT BOOK</b>                                      | <b>AUTHOR(S) / PUBLICATION</b>                                    |
|-------------------------------------------------------|-------------------------------------------------------------------|
| International Marketing                               | Michael R. Czinkota & Ilkka A. Ronkainen (Cengage Learning)       |
| <b>REFERENCE BOOKS</b>                                | <b>AUTHOR(S) / PUBLICATION</b>                                    |
| International Marketing Management                    | Varshney (Sultan Chand & Sons)                                    |
| International Marketing (Including Export Management) | Francis Cherunilam (Himalaya Publishing House)                    |
| Global Marketing Strategy                             | Douglas & Craig (McGraw-Hill Education; International Ed edition) |

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of BBA (Global Business)**

**Effective from academic session 2023-2024**

**Research Methodology**

|                    |                             |  |                      |               |
|--------------------|-----------------------------|--|----------------------|---------------|
| <b>Course</b>      | <b>BBA(Global Business)</b> |  | <b>Paper Type</b>    | <b>Theory</b> |
| <b>Course Code</b> | <b>FYBBAGB703</b>           |  | <b>Semester</b>      | <b>VII</b>    |
| <b>Credits</b>     | <b>4</b>                    |  | <b>Lecture Hours</b> | <b>60</b>     |

**COURSE OBJECTIVE**

Learners will be able to understand the principles and processes of scientific research, formulate research problems and questions, select appropriate research designs and methods, collect and analyze data systematically, and prepare basic research proposals and reports in an ethical and scholarly manner.

| <b>CO</b> | <b>Course Outcomes</b>                                                                                                                                          | <b>Bloom's Level</b> |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 1         | Understand the fundamental concepts, purposes, and types of research and their applications across various disciplines                                          | 2                    |
| 2         | Explain the stages of the research process, research ethics, and the role of literature review in developing research studies.                                  | 2                    |
| 3         | Apply appropriate sampling techniques, data collection methods, and basic statistical tools to address research problems.                                       | 3                    |
| 4         | Analyze research problems, scholarly literature, and collected data to establish relationships, patterns, and research gaps.                                    | 4                    |
| 5         | Evaluate the suitability of research designs, methodologies, findings, and ethical considerations for different research contexts.                              | 5                    |
| 6         | Design and develop a research proposal by formulating research questions, objectives, hypotheses, methodology, and reporting procedures for a selected problem. | 6                    |

**Detailed Syllabus**

**Module 1: Meaning, scope and significance of social research [10 L]**

Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis.

**Module 2: Research Process and Research Design [10L]**

Meaning of research design, features of good design, Different research designs- Experimental and non-experimental designs, Cross-sectional and longitudinal studies, Case studies, Mixed-methods research, Important concepts related to research design

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of BBA (Global Business)**  
**Effective from academic session 2023-2024**

Research problems, problem formulation, design structure and research process steps; Literature Review: Concept, necessity, research gap, reference, and plagiarism

**Module3: Data Collection: [10L]**

Sources and types of Data; Method of Data Collection- (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study

Questionnaire and Form Design- Techniques used in designing the Questionnaire, Questionnaire design and structure, Scales used in Questionnaire

Measurement and Scaling- Types of measurement scale and their applicability, tests of measurement; scaling techniques.

**Module 4: Sampling [10L]**

Sampling design, concept of sample and census survey; types of sampling, probabilistic and non-probabilistic sampling, sampling techniques determination of sample size

**Module 5: Data Presentation and Data Analysis [15L]**

Graphical presentation of Data -; Basic Tables, Charts and Diagrams for data presentation; frequency distribution,

Data Editing, Data Coding and Data Cleaning

Descriptive statistics: Central Tendency, Dispersion, Skewness and Kurtosis, Introduction to Bi-variate techniques (Theory only)

**Module 6: Reporting and Report Presentation [5L]**

Structure of Report– Content or report format– Basic presentation of text and style of reporting– Use of table /graph heading and subheading– Style of referencing used.

**Suggested schedule of Hours**

| No. | Modules                                            | No. of hours | CO Mapping | Weightage(%) |
|-----|----------------------------------------------------|--------------|------------|--------------|
| 1   | Meaning, scope and significance of social research | 10           | 1          | 12           |
| 2   | Research Process and Research Design               | 10           | 2          | 15           |
| 3   | Data Collection                                    | 10           | 3          | 18           |
| 4   | Sampling                                           | 10           | 4          | 18           |
| 5   | Data Presentation and Data Analysis                | 15           | 5          | 23           |
| 6   | Reporting and Report Presentation                  | 5            | 6          | 12           |
|     | <b>Total</b>                                       | <b>60</b>    |            | <b>100</b>   |

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of BBA (*Global Business*)**

**Effective from academic session 2023-2024**

**Text and Reference Books**

| <b>TEXT BOOK</b>                             | <b>AUTHOR(S) / PUBLICATION</b>                    |
|----------------------------------------------|---------------------------------------------------|
| Research Methodology– Methods and Techniques | Kothari, C.R- NewAge International Ltd            |
| Statistical Methods                          | N.G. Das- Tata McGraw–Hill                        |
| <b>REFERENCE BOOKS</b>                       | <b>AUTHOR(S) / PUBLICATION</b>                    |
| Research Methods for Business                | U. Sekharan and R Bougie- John Wiley and Sons     |
| Business Research Methods                    | D.R. Cooper and P.S. Schindler:, Tata McGraw–Hill |
| Business Research Methods                    | S NMurthy and U Bhojanna- Excel Books.            |
| Business Mathematics and Statistics          | J. K. Das- Academic Publishers                    |

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of BBA (Global Business)**  
**Effective from academic session 2023-2024**

**Semester VIII**

**Sustainable Business and Project Finance**

|                    |                              |                      |               |
|--------------------|------------------------------|----------------------|---------------|
| <b>Course</b>      | <b>BBA (Global Business)</b> | <b>Paper Type</b>    | <b>Theory</b> |
| <b>Course Code</b> | <b>FYBBAGB 801</b>           | <b>Semester</b>      | <b>VIII</b>   |
| <b>Credits</b>     | <b>5</b>                     | <b>Lecture Hours</b> | <b>75</b>     |

**COURSE OBJECTIVE**

To understand the principles of sustainable business and project finance, including environmental, social and governance (ESG) considerations, sustainable investment practices, project evaluation techniques, financing structures, and risk assessment methods, enabling responsible and financially sound managerial decision-making in contemporary business environments.

| <b>CO</b> | <b>Learning Outcomes</b>                                                                                                        | <b>Bloom's level</b> |
|-----------|---------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 1         | Explain the concepts, principles, and frameworks of sustainable business, ESG management, and sustainable finance.              | 2                    |
| 2         | Apply project appraisal techniques and sustainability principles in evaluating business and investment opportunities.           | 3                    |
| 3         | Analyse sustainability challenges, project feasibility, financing alternatives, and project risks in business contexts.         | 4                    |
| 4         | Evaluate investment and project decisions using financial, environmental, social, and governance criteria.                      | 5                    |
| 5         | Develop sustainable business and project financing recommendations that balance economic, environmental, and social objectives. | 6                    |

**Detailed Syllabus**

**Module 1: Foundations of sustainable business and ESG management [10]**

Concept of sustainability and sustainable development; triple bottom line approach; environmental, social and governance (ESG) principles

Stakeholders and sustainability; sustainability challenges in business; corporate sustainability strategies; sustainability reporting; global sustainability frameworks and standards.

**Module 2: Sustainable finance and responsible investment [12]**

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
**(Formerly known as West Bengal University of Technology)**

**Syllabus of BBA (Global Business)**

**Effective from academic session 2023-2024**

Concept and evolution of sustainable finance; responsible investment principles; ESG investing; green finance and climate finance

Sustainable financial products; green bonds and social bonds; impact investing; role of financial institutions in promoting sustainability.

**Module 3: Sustainable business practices and circular economy [13]**

Sustainable operations management; sustainable supply chains; resource efficiency and waste reduction; circular economy concepts

Renewable energy adoption; sustainable procurement practices; carbon footprint management; business models for sustainability.

**Module 4: Introduction to project finance and project appraisal [15]**

Nature and characteristics of projects; project life cycle; project identification and selection; feasibility studies; market feasibility; technical feasibility; financial feasibility

Project costs and benefits; time value of money; project appraisal techniques including payback period, net present value (NPV), internal rate of return (IRR), and profitability index (PI).

**Module 5: Project financing structure and risk management [15]**

Sources of project finance; debt and equity financing; project capital structure; public-private partnerships (PPP); project cash flow analysis

Project risk identification; financial risk, operational risk, market risk, and environmental risk; risk mitigation strategies; sensitivity and scenario analysis.

**Module 6: Sustainable project finance and emerging trends [10]**

Integration of ESG factors in project evaluation; financing renewable energy and infrastructure projects; green project finance; sustainable infrastructure development; climate-related financial risks; sustainable development goals (SDGs) and project investments

Fintech and digital innovations in sustainable finance; future trends in sustainable business and project finance.

**Suggested schedule of Hours**

| No. | Modules                                                | No. of Hours | CO Mapping | Weightage (%) |
|-----|--------------------------------------------------------|--------------|------------|---------------|
| 1   | Foundations of sustainable business and ESG management | 10           | 1          | 13%           |
| 2   | Sustainable finance and responsible investment         | 12           | 2          | 16%           |
| 3   | Sustainable business practices and circular economy    | 13           | 3          | 17%           |
| 4   | Introduction to project finance and project appraisal  | 15           | 4,5        | 20%           |
| 5   | Project financing structure and risk management        | 15           | 4, 5       | 20%           |
| 6   | Sustainable project finance and emerging trends        | 10           | 5, 6       | 13%           |
|     | <b>Total</b>                                           | <b>75</b>    |            | <b>100%</b>   |

**Text and Reference Books**

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of *BBA (Global Business)***

**Effective from academic session 2023-2024**

| <b>TEXTBOOK</b>                                                                                                           | <b>AUTHOR(S) / PUBLICATION</b>                           |
|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| Sustainable Business Strategies (1 <sup>st</sup> Edition)                                                                 | Ray, R – McGraw Hill                                     |
| Principles of Project Finance (2 <sup>nd</sup> Edition)                                                                   | Yescombe, E.R. – Academic Pr                             |
| <b>REFERENCE BOOKS</b>                                                                                                    | <b>AUTHOR(S) / PUBLICATION</b>                           |
| Project and Infrastructure Finance                                                                                        | Srivastava, V and Rajaraman, V – Oxford University Press |
| The Sustainability Handbook: The Complete Management Guide to Achieving Social, Economic and Environmental Responsibility | Blackburn, W.R. - Routledge                              |

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of BBA (Global Business)**

**Effective from academic session 2023-2024**

**Advanced Business Research**

|                    |                             |                      |               |
|--------------------|-----------------------------|----------------------|---------------|
| <b>Course</b>      | <b>BBA(Global Business)</b> | <b>Paper Type</b>    | <b>Theory</b> |
| <b>Course Code</b> | <b>FYBBAGB802</b>           | <b>Semester</b>      | <b>VIII</b>   |
| <b>Credits</b>     | <b>5 (4L+1T)</b>            | <b>Lecture Hours</b> | <b>75</b>     |

**COURSE OBJECTIVE**

This course provides students with advanced knowledge and practical skills in research design, hypothesis testing, quantitative and qualitative data analysis, and the interpretation of research findings. Students will learn to apply advanced research methodologies to investigate complex research problems, evaluate evidence critically, and conduct rigorous empirical studies using both qualitative and quantitative approaches.

| <b>CO</b> | <b>Course Objectives</b>                                                                                                                                                                                                                                                       | <b>Bloom's Level</b> |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 1         | Understand the concepts, procedures, and assumptions of hypothesis testing, including parametric and non-parametric tests such as z-test, t-test, Chi-square, Mann-Whitney U test, and Kruskal-Wallis test along with interpretation of p-values and statistical significance. | 2                    |
| 2         | Apply bivariate statistical techniques such as correlation, scatter diagrams, Karl Pearson's correlation, rank correlation, and regression analysis using Excel, SPSS, or Jamovi to analyze relationships between variables.                                                   | 3                    |
| 3         | Analyze multivariate data using techniques such as multiple regression, partial correlation, ANOVA and interpret model diagnostics including $R^2$ , adjusted $R^2$ , multicollinearity, normality, and homoscedasticity.                                                      | 4                    |
| 4         | Evaluate statistical models such as logistic regression and factor analysis by interpreting outputs, comparing models with linear regression, and assessing suitability using tests like Bartlett's test and exploratory factor analysis.                                      | 5                    |
| 5         | Develop and interpret data-driven research findings using statistical software (Excel/SPSS/Jamovi) by integrating hypothesis testing, regression analysis, ANOVA, logistic regression, and factor analysis for managerial decision-making                                      | 6                    |

**Detailed Syllabus**

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
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**Syllabus of BBA (Global Business)**  
**Effective from academic session 2023-2024**

**Module 1: Hypothesis Testing [10]**

Meaning, Procedure, Parametric tests of hypothesis (t test, z test), Nonparametric tests of hypothesis (Chi-square Test, Mann–Whitney U Test, Kruskal–Wallis Test), Errors (Type I & II), Significance levels & p-values

**Module2: Bivariate Data analysis: [15]**

Bivariate frequency distribution, Correlation Analysis, Correlation and Scatter Diagram– Karl Pearson's Correlation Coefficient– Rank Correlation– Correlation Coefficient for Bivariate Frequency Distribution, Regression Analysis using Excel/ SPSS/ Jamovi

**Module 4: Quantitative Research Methods [20]**

Introduction to Multivariate Analysis- Assumptions of multivariate techniques, Multiple regression model concept and model specification, Multiple Correlation, Partial Correlation Multicollinearity, Normality and homoscedasticity, Goodness of fit ( $R^2$  and Adjusted  $R^2$ ), Model diagnostics.

ANOVA and MANOVA-Basic Principles, One-way ANOVA, Two-way ANOVA, Interaction effects, Post hoc tests

Introduction to Logistic regression- Concept, Logistic Regression vs Linear Regression, Model Building and Interpretation

Introduction to Factor analysis, Barlett test, EFA and factor extraction

**Module 5: Hands On Hours using software [30]**

ANOVA and MANOVA-Basic Principles, One-way ANOVA, Two-way ANOVA, Interaction effects, Post hoc tests using Excel/ SPSS/ Jamovi

Introduction to Logistic regression- Concept, Logistic Regression vs Linear Regression, Model Building and Interpretation using Jamovi

Introduction to Factor analysis, Barlett test, EFA and factor extraction using Jamovi

**Suggested schedule of Hours**

| No | Modules                       | CO Mapping | No. of Hours | Weightage (%) |
|----|-------------------------------|------------|--------------|---------------|
| 1  | Hypothesis Testing            | 2          | 10           | 25            |
| 2  | Bivariate Data analysis       | 2,3        | 15           | 25            |
| 3  | Quantitative Research Methods | 3,4        | 20           | 40            |
| 4  | Hands On Hours using software | 5          | 30           | 10            |
|    | <b>Total</b>                  |            | <b>75</b>    | <b>100</b>    |

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
**(Formerly known as West Bengal University of Technology)**  
**Syllabus of BBA (Global Business)**  
**Effective from academic session 2023-2024**

**Text and Reference Books**

| <b>TEXT BOOK</b>                                                    | <b>AUTHOR(S) / PUBLICATION</b>                    |
|---------------------------------------------------------------------|---------------------------------------------------|
| Research Methodology– Methods and Techniques                        | Kothari, C.R- NewAge International Ltd            |
| The Analysis of Variance,                                           | . Scheffe H- John Wiley                           |
| <b>REFERENCE BOOKS</b>                                              | <b>AUTHOR(S) / PUBLICATION</b>                    |
| Concepts & Methods of Statistics                                    | Bhattacharya GK & Johnson R.A- John Wiley         |
| Business Research Methods                                           | D.R. Cooper and P.S. Schindler:, Tata McGraw–Hill |
| Business Research Methods                                           | S NMurthy and U Bhojanna- Excel Books.            |
| A Linear Model Approach to Regression Analysis and its Applications | Suddhendu Biswas, New Central book agency         |