



MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WESTBENGAL



MAKAUT

Formerly known as
West Bengal University of Technology



BBA

Entrepreneurship

4 Years Full Time Program

www.inspiria.edu.in



To successfully manage any business be it small, medium or large, one of course needs capital, labour and a market. More than that what one really requires is the capability of executing the right business decisions to translate viable business concepts into reality. One needs to be grounded in the real world, make himself familiar with the actual realities and be capable of handling the basic logistics for swift execution. Talented minds with great ideas and business vision often fail to take off. Reason- lack of entrepreneurial capabilities!



BBA in Entrepreneurship

is a three year undergraduate course in business management that specializes on developing the skills, resources and the business and financial acumen required to become a successful entrepreneur



OBJECTIVES



01

Successfully executing start-ups

02

Identifying and evaluating innovative ideas with adequate business potential

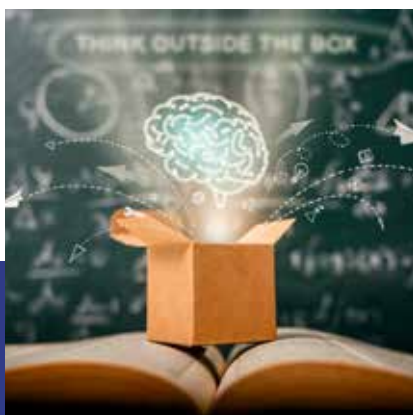


03

Critically assessing new ventures

04

Identifying areas of interest in investors for creating entrepreneurship possibilities



05

Generate ideas for diversified operations among existing successful firms

COURSE MODULE

First Semester

- ▶ Fundamentals of Entrepreneurship
- ▶ Principles of Management
- ▶ Computer Fundamentals
- ▶ English & Professional Communication
- ▶ Life Skills & Personality Development
- ▶ Yoga, Health & Wellness, Sports

Second Semester

- ▶ Organisation Behaviour
- ▶ Business Mathematics & Statistics
- ▶ Management Information System
- ▶ Modern Indian Languages and Literature
- ▶ IT Tools for Business
- ▶ Critical Thinking, NSS, Mental Health Environmental Studies

Third Semester

- ▶ Marketing Management
- ▶ Basics of Accounting
- ▶ Word and PowerPoint & Spreadsheet Application with Excel
- ▶ The Constitution, Human Rights and Law
- ▶ Understanding basics of Cyber Security

Fourth Semester

- ▶ Managerial Economics
- ▶ Quantitative Methods & Techniques
- ▶ Human Resource Management
- ▶ Basics of Operating System
- ▶ Graphic Design with Photoshop and Illustrator
- ▶ Society Culture and Human Behavior

Fifth Semester

- ▶ Financial Management
- ▶ Services Marketing
- ▶ Cloud Computing
- ▶ E-Commerce and Applications
- ▶ Internship

Sixth Semester

- ▶ Industrial Relations
- ▶ Supply Chain Management
- ▶ Business Law
- ▶ Development with HTML and CSS
- ▶ Internet and Networking

Seventh Semester

- ▶ Production & Operations Management
- ▶ Research Methodology
- ▶ Venture Ideation
- ▶ Software Project Management
- ▶ Data Analysis and Interpretation

Eighth Semester

- ▶ Business Modeling & Planning (Sessional)
- ▶ Project Management (Sessional)
- ▶ Internship & Research Project/ Dissertation

The Syllabus/Course Module are as per West Bengal University of Technology Curriculum

ELIGIBILITY

10+2 passed from any board with English as a subject. Students from any stream can apply. Candidates appearing in the Class XII board finals can also apply in advance.



CAREER OPPORTUNITIES



**TRAINEE
TELE SALES**



**TEACHER
FACULTY**



**SYSTEM
ANALYST**



**SMALL BUSINESS
OWNER**



**SENIOR NETWORK
ADMINISTRATOR**



**SALES
MANAGER**



**PLACEMENT
COORDINATOR**



**NEW VENTURE
DEVELOPER**



**FUNDRAISERS AND
DEVELOPMENT OFFICER**



**FINANCE
CONTROLLER**



**EXECUTIVE OFFICE
ASSISTANT**



**DELIVERY
MANAGER**

FACULTIES



Vishnu Umesh Pujari



Bibek Mandal



Hritavash Saha



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