



MAKAUT

Formerly known as
West Bengal University of Technology



BBA **GLOBAL BUSINESS**

4 Years Full Time Program

www.inspiria.edu.in



This course primarily prepares students to get ready for the world of tomorrow and develop a global mind-set in order to be successful in business. It deals with the premise of international trade and the modifications in strategy crucial to stay competitive in a global environment.



The course explores the challenges of administering a culturally diverse work force and the intricacies of managing in countries with diverse religious faiths, traditions, and value systems. At Inspiria we shall assist you to develop key and strategic capabilities to succeed in the future with the BBA Global Business programme. Our course will reflect current trends in the industry; promote global responsiveness by exploring the diverse environments, financial issues and marketing issues faced by international business organizations.



OBJECTIVES



01

To receive practical knowledge to solve global business problems.

02

To attain cultural and social insights to lead people located around the globe.



03

To gain knowledge of management and entrepreneurial skills, with a focus on global business.

04

To develop a global mindset, think strategically and contribute to companies doing business internationally.



05

To scientifically examine sustainable market concerns in the perspective of environmental impact in both a domestic and an international context.

COURSE MODULE

First Semester

- ▶ Basics of Financial Accounting
- ▶ Principles of Management
- ▶ Computer Fundamental
- ▶ English and Professional Communication
- ▶ Life Skills & Personality Development
- ▶ Yoga/ Health & Wellness/ Sports

Second Semester

- ▶ Introduction to Global Business Environment
- ▶ Fundamentals of Economics
- ▶ Management Information System
- ▶ Modern Indian Languages and Literature
- ▶ IT Skills
- ▶ Critical Thinking / NSS/ Mental Health/ Environmental Studies

Third Semester

- ▶ Managerial Economics
- ▶ Business Regulatory Framework
- ▶ Word and PowerPoint & Spreadsheet Application with Excel
- ▶ R programming & Data Analytics
- ▶ The Constitution, Human Rights and Law
- ▶ Understanding basics of Cyber Security

Fourth Semester

- ▶ Marketing and Sales Management
- ▶ Basics of Operating System / Database Management
- ▶ Society Culture and Human Behavior
- ▶ Human Resource Management
- ▶ International Financial Markets and Institutions
- ▶ System with SQL /PHP Programming & Web Development
- ▶ Graphic Design with Photoshop and Illustrator/ Unix And Shell Programming/ Advanced Excel & Data Analytics

Fifth Semester

- ▶ Global Supply Chain Management
- ▶ International Financial Management & Accounting
- ▶ International Financial Management & Accounting (Practical)
- ▶ E-commerce and Application
- ▶ Internship

Sixth Semester

- ▶ Project Management
- ▶ International Human Resource Management
- ▶ Risk Management in Global Business
- ▶ Web Development with HTML and CSS/ Data Mining & Data Warehousing
- ▶ Internet and Network / ERP

Seventh Semester

- ▶ International Marketing or International Strategic Management
- ▶ Research Methods
- ▶ Statistics Lab I
- ▶ Software Project Management / Introduction to Cyber Security and Cyber Laws/ Machine Learning with Python
- ▶ Digital Marketing / Data Analysis and Interpretation/ Data Analysis & Reporting using SAS

Eighth Semester

- ▶ Enterprise Resource Planning or – Statistics Lab II
- ▶ Marketing Analytics/ Human Analytics/ Financial Analytics
- ▶ Human Analytics/ Financial Analytics
- ▶ Financial Analytics

The Syllabus/Course Module are as per Maulana Abul Kalam Azad University of Technology, West Bengal

ELIGIBILITY

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

SOME OF OUR RECRUITMENT PARTNERS



CAREER OPPORTUNITIES



ACCOUNT EXECUTIVES



ASSOCIATE FINANCIAL CONSULTANT



BUSINESS ASSOCIATE



BUSINESS DEVELOPMENT MANAGER



GLOBAL DISTRIBUTION MANAGER



INTERNATIONAL FINANCE MANAGER



INTERNATIONAL HUMAN RESOURCES MANAGER



INTERNATIONAL LOGISTICS MANAGER



INTERNATIONAL OPERATION MANAGER



INTERNATIONAL TRAINING MANAGER



SALES CONSULTANT



TEAM MANAGER

FACULTIES



Anil Philip



Dr. Anirban Bhattacharya



Subhadeep Das



Arup Kumar Bose



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