



INSPIRIA[®]
KNOWLEDGE CAMPUS



MAKAUT

Formerly known as
West Bengal University of Technology



Bachelor of Business Administration (BBA)

4 Years Full Time Program

www.inspiria.edu.in



The degree is designed to give a broad knowledge of the functional areas of a company, and their interconnection. BBA programs thus expose students to a variety of “core subjects”. The degree also develops the student’s practical managerial skills, communication skills and business decision-making capability. The programs thus incorporates training and practical experience, in the form of case studies, projects, presentations, internships, industry visits, and interaction with experts from the industry.

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the School of Management.



The degree shall be titled as
**Business
Administration (B.B.A.)**
under the School of Management.



OBJECTIVES



01

To introduce students to the basic fundamentals of management education.

02

To help students acquire managerial and communication skills.



03

To acquaint students with the industry & business management scenario in India.



04

To develop entrepreneurial skills in students so that they can avail the opportunity /choice of self-employment.



05

To make students well trained and qualified for higher education in management in top institutions.



COURSE MODULE

First Semester

- ▶ Principles of Management
- ▶ Business Economics - Micro
- ▶ Computer Fundamental
- ▶ English & Professional Communication
- ▶ Life Skills & Personality Development
- ▶ Yoga/ Health & Wellness/ Sports
- ▶ Medical Microbiology

Second Semester

- ▶ Environment & Sustainable Development
- ▶ Business Economics - Macro
- ▶ Management Information System
- ▶ Modern Indian Languages and Literature
- ▶ IT Tools for Business
- ▶ NSS/ Critical Thinking/ Mental Health

Third Semester

- ▶ Operations Management
- ▶ Financial Management and Risk Analysis
- ▶ Word, PowerPoint & Spreadsheet Application with Excel
- ▶ The Constitution, Human Rights and Law
- ▶ Understanding Basics of Cyber Security

Fourth Semester

- ▶ Marketing Management
- ▶ Human Resource Management
- ▶ Organizational Behavior
- ▶ Database Management with SQL
- ▶ Graphic Design with PhotoShop & Illustrator
- ▶ Society Culture and Human Behavior

Fifth Semester

- ▶ Entrepreneurship
- ▶ Sales & Distribution Management & Logistics or Financial Markets, Institutions and Financial Services or Industrial Relations
- ▶ Consumer Behaviour Or Elements of Taxation or Management of Organizational Change
- ▶ Cloud Computing
- ▶ E-commerce and Application

Sixth Semester

- ▶ Project Management
- ▶ Business Research Methods
- ▶ Data Analytics Skills for Managers
- ▶ Web Development with HTML and CSS
- ▶ Internet and Networking

Seventh Semester

- ▶ Management Accounting
- ▶ Business Intelligence
- ▶ Software Project Management
- ▶ Digital Marketing
- ▶ Summer Internship Project Presentation

Eighth Semester

- ▶ Customer Relationship Management or Company Accounts or Audit or Human Resource Development
- ▶ Marketing Analytics or Financial Analytics or Human Resource Analytics
- ▶ RESEARCH PROJECT

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

JOB FIELDS AND EMPLOYMENT AREAS FOR BBA STUDENTS:



**BANKING
PROFESSIONAL**



**BUSINESS
CONSULTANCIES**



**BUSINESS
HOUSES**



**EXPORT
COMPANIES**



**INDUSTRIAL
HOUSES**



**FINANCIAL
ORGANIZATIONS**



**MARKETING
ORGANIZATIONS**



**MULTINATIONAL
COMPANIES**



**EDUCATIONAL
INSTITUTES**



**DEPARTMENTAL
STORES**



**STORE
FUNCTIONS**



**SALES AND
MARKETING**

FACULTIES



Sherry George



Neerjang Lama



Debayan Chakraborty



Arun Kr. Panda



Mriganka Dutta



Dr. Anirban Bhattacharya



TALK TO US TODAY

 **WhatsApp/**  **Call-8900755550**

 **www.inspiria.edu.in**

f   / InspiriaIndia