



**INSPIRIA**<sup>®</sup>  
KNOWLEDGE CAMPUS



**MAKAUT**

Formerly known as  
West Bengal University of Technology



# Bachelor of Business Administration (BBA)

4 Years Full Time Program

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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.



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**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 Fundamentals
- ▶ 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

- ▶ Managerial Management
- ▶ Human Resource Management
- ▶ Organizational Behavior
- ▶ Database Management with SQL
- ▶ Graphic Design with Photoshop and 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 Applications

## 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

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

**JOB FIELDS AND EMPLOYMENT AREAS FOR BBA STUDENTS:**



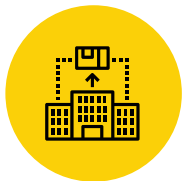
**BANKING  
PROFESSIONAL**



**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



Yashasvi Gaur



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