



MCKV INSTITUTE OF ENGINEERING

NAAC Accredited "A" Grade Autonomous Institute under UGC Act 1956
Approved by AICTE & affiliated to MaulanaAbulKalam Azad University of Technology, West Bengal
243 G.T. Road (N), Liluah, Howrah- 711204, West Bengal, India
Ph: +91 33 26549315/17 Fax +91 33 26549318 Web: www.mckvie.edu.in/

Curriculum for Postgraduate Degree (MBA)(w.e.f. AY: 2025-26)

Part I: Course Introduction, Definition

MBA PROGRAMME

Objective

To conduct business and industry oriented MBA Programme following AICTE Model Curriculum for Management (MBA&PGDM), 2018.

Course

- Two-Year full-time MBA course (Four-Semester).
- Minimum number of class room contact teaching for MBA programme should be 98 credits (one credit equals 12 hours) and Internship / Project should be 06 credits i.e., Total=98+06=104 credits.
- Specialization: Students can opt for any two functional specializations (One Major Area and one Minor Area) from Marketing, Finance, HRM, and Business Analytics
- Marksperpaper:100(70-End Term Examination, 30-Internal)

Course Structure

- Regular Course

Semester	Paper	Credit(1 =4credit)	Contact Hrs. (1=10 hrs.)
I(C*)	7	23	300
II (C*)+1 Project	8	25	324
III(1C*+6E**)	7	25	300
Internship/Project#	1	6	60
IV(1C*+6E**)	7	25	300
Course Total	30	104	1284

(#Project: Project Paper + Presentation + Viva)(C*: CORE PAPERS/E**: ELECTIVE PAPERS)



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➤ **TotalCredits:** 104

Session

- July–December(Odd Semesters/1st & 3rd)
- January–June(Even semesters/2nd & 4th)
- Internship/Project Work: After 2nd Sem Examination, June & July (8Weeks)

Examination System(Semester–Wise)

- Total Marks= 100(70–End Term Examination, 30–Internal)
- Internal:Weightage:30(Class Test, Presentation & Viva)
- Paper wise Class Test=2Tests+2 Assignments/Case studies/Viva/Seminar
- External:70
- Semester Grade Point Average :SGPA
- Yearly Grade Point Average :YGPA
- Degree Grade Point Average :DGPA
- Odd Semester(1st & 3rd)Examination :January
- Even Semester(2nd & 4th) Examination :June
- BRM ProjectMarks/Sessional(100):ProjectReport(50),Presentation(30),Viva(20)
- Pass marks: 40 per paper.

Teaching Methodology

Lecture, Discussion, Presentation, Case Studies, Group Task, Assignments, Projects, Special Lectures by industry professionals.

Internship/Project

Eight weeks Internship Project in industry. Students will be required to submit a Project Report on any area of Elective courses (**Finance, Marketing, HRM, and Business Analytics**) under the Industry and Faculty guidance. The Project will be examined on Project Report, Presentation and Viva.

General Guidelines

- ❖ This MBA curriculum will be applicable from the academic year 2022–23.
- ❖ All rules and regulations regarding admission, examination, registration, migration and others shall be according to Institutional norms.



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CURRICULUM

Core Courses (Four/Semester)

Semester I							
Sl No.	Marks	Course Code	Course Name	Conduct Hours			Credits
				L	T	P	
Theory							
1		MBA 101	Managerial Economics	4	0	0	4
2		MBA 102	Financial Reporting, Statement & Analysis	4	0	0	4
3		MBA 103	Management Theory & OB	4	0	0	4
4		MBA 104	Business Environment Ethics & Law	4	0	0	4
5		MBA 105	Business Statistics & Quantitative Techniques	4	0	0	4
6		MBA 106	Corporate Communications	2	0	0	2
	Total Theory			22	0	0	22
Practical/ Training							
1		MBA 191	Advanced Excel, SPSS & R Lab	0	0	4	2
	Total Practical/ Training						
Total Credit of Semester I				22	0	4	24

Semester II							
Sl No.	Marks	Course Code	Course Name	Conduct Hours			Credits
				L	T	P	
Theory							
1		MBA 201	Marketing Management	4	0	0	4
2		MBA 202	Operations & Supply Chain Management	4	0	0	4
3		MBA 203	Human Resource Management	4	0	0	4
4		MBA 204	Business Research Methods	2	0	0	2
5		MBA 205	Financial and Cost Management	4	0	0	4
6		MBA 206	Business Analytics & Information System	3	0	1	4
7		MBA 207	Operations Research	4	0	0	4
	Total Theory			26	0	0	26
Practical/ Training							
1		MBA 291	Personality Development Lab	0	0	4	2
2		MBA 292	BRM Project	0	0	4	2
	Total Practical/ Training			0	0	0	2
Total Credit of Semester II				0	0	4	30



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Summer Intensive =6 Credits

Semester III							
Sl No.	Marks	Course Code	Course Name	Conduct Hours			Credits
				L	T	P	
Theory							
1		MBA 301	Strategic Management- Compulsary	2	0	0	2
2			Major -1	4	0	0	4
3			Major -2	4	0	0	4
4			Major -3	4	0	0	4
5			Major -4	4	0	0	4
6			Minor-1	4	0	0	4
7			Minor-2	4	0	0	4
	Total Theory			26	0	0	26
Practical/ Training							
			Summer Internship	0	0	0	6
	Total Practical/ Training						
Total Credit of Semester III				0	0	0	32

Semester IV							
Sl No.	Marks	Course Code	Course Name	Conduct Hours			Credits
				L	T	P	
Theory							
1		MBA 401	Entrepreneurship Development - Compulsory	2	0	0	2
2			Major -1	4	0	0	4
3			Major -2	4	0	0	4
4			Major -3	4	0	0	4
5			Major -4	4	0	0	4
6			Minor-1	4	0	0	4
7			Minor-2	4	0	0	4
	Total Theory			26	0	0	26
Practical/ Training							
		MBA 481	Grand Viva	0	0	0	0
	Total Practical/ Training						
Total Credit of Semester IV				0	0	0	26



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Elective Papers: Two from any one Functional Area (Major) and two from a different Functional Area (Minor)

FM/ MM/HR/ BA/HA/PM– 301

FM/ MM/HR/ BA/HA/PM – 302

FM/ MM/HR/ BA/HA/PM – 303

FM/ MM/HR/ BA/HA/PM –304

Semester-IV

Elective Papers (Four from Major Functional Area and Two from Minor Functional area) **

FM/MM/HR/BA/HA/PM–401

FM/MM/HR/BA/HA/PM – 402

FM/MM/HR/BA/HA/PM – 403

FM/MM/HR/BA/HA/PM – 404

FM/MM/HR/BA/HA/PM – 405

FM/MM/HR/BA/HA/PM –406



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FIRST SEMESTER

SL NO	COURSE CODE	COURSE NAME
1	MBA 101	Managerial Economics
2	MBA 102	Financial Reporting, Statement & Analysis
3	MBA 103	Management Theory & OB
4	MBA 104	Business Environment Ethics & Law
5	MBA 105	Business Statistics & Quantitative Techniques
6	MBA 106	Corporate Communications
7	MBA 191	Advanced Excel, SPSS & R Lab

SECOND SEMESTER

SL NO	COURSE CODE	COURSE NAME
1	MBA 201	Marketing Management
2	MBA 202	Operations & Supply Chain Management
3	MBA 203	Human Resource Management
4	MBA 204	Business Research Methods
5	MBA 205	Financial and Cost Management
6	MBA 206	Business Analytics & Information System
7	MBA 207	Operations Research
8	MBA 291	Personality Development Lab
9	MBA 292	BRM Project

****The Major Functional areas will be same as chosen in the 3rd Semester.**

Elective Papers for Third Semester

Functional Specialization (3rd Semester) - MAJOR

MARKETING		BUSINESSANALYTICS	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-MM 302	INTEGRATED MARKETING COMMUNICATION	MBA-BA 302	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING
MBA-MM 303	SALES & DISTRIBUTION MANAGEMENT	MBA-BA 303	INTRODUCTION TO DATASCIENCE
MBA-MM 304	RETAIL MANAGEMENT	MBA-BA 304	IOT AND CLOUD COMPUTING
MBA-MM 305	MARKETING RESEARCH	MBA-BA 305	DATABASE MANAGEMENT SYSTEM

FINANCE		HUMANRESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM 302	CORPORATE FINANCE	MBA-HR 302	HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION
MBA-FM 303	SECURITY ANALYSIS AND	MBA-HR 303	INDUSTRIAL RELATIONS AND LABOUR



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	PORTFOLIO MANAGEMENT		LAWS
MBA- FM 304	TAXATION	MBA- HR 304	LEARNING AND DEVELOPMENT
MBA-FM 305	MERGERS AND ACQUISITIONS	MBA- HR 305	PERFORMANCE & COMPENSATION MANAGEMENT

****The Minor Functional areas will be same as chosen in the 3rdSemester.**

Elective Papers for Third Semester

Functional Specialization (3rdSemester)- MINOR

MARKETING		BUSINESS ANALYTICS	
CODE	COURSE NAME	CODE	COURSE NAME
MBA- MM 302	INTEGRATED MARKETING COMMUNICATION	MBA- BA 304	PRINCIPLES OF PROGRAMMING USING PYTHON
MBA- MM 303	SALES AND DISTRIBUTION MANAGEMENT	MBA-BA 305	DATABASE MANAGEMENT SYSTEM

FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA- FM 302	CORPORATE FINANCE	MBA-HR 302	HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION
MBA- FM 303	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	MBA- HR 304	LEARNING AND DEVELOPMENT

HOSPITAL ADMINISTRATION		PHARMACEUTICAL MANAGEMENT	
CODE	COURSE NAME	CODE	COURSE NAME
MBA- HA 302	BASICS OF HOSPITAL MANAGEMENT	MBA- PM 302	INTRODUCTION TO PHARMACEUTICALS MANAGEMENT
MBA- HA 303	LEGAL ASPECTS OF HEALTH CARE MANAGEMENT	MBA- PM 303	MARKETING OF PHARMACEUTICAL PRODUCTS AND BRAND MANAGEMENT



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Elective Papers for Fourth Semester

****The Major Functional areas will be same as chosen in the 4th Semester.**

Functional Specialization (4th Semester)-MAJOR

MARKETING		BUSINESS ANALYTICS	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-MM 402	SERVICE MARKETING AND CRM	MBA-BA 402	DATA ANALYTICS USING BIG DATA
MBA-MM 403	RURAL AND AGRI MARKETING	MBA-BA 403	MULTIVARIATE DATA ANALYSIS
MBA-MM 404	DIGITAL MARKETING AND E-BUSINESS	MBA-BA 404	DATA VISUALISATION USING BI TOOLS
MBA-MM 405	CONSUMER BEHAVIOUR	MBA-BA 405	BUSINESS FORECASTING USING TIME SERIES ANALYSIS

FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM 402	FINANCIAL DERIVATIVES AND RISK MANAGEMENT	MBA-HR 402	STRATEGIC HRM
MBA-FM 403	MANAGING FINANCIAL INSTITUTIONS, MARKET AND BANKING SERVICES	MBA-HR 403	HUMAN RESOURCE ACCOUNTING AND AUDIT
MBA-FM 404	INTERNATIONAL FINANCE	MBA-HR 404	ORGANISATIONAL CHANGE AND DEVELOPMENT
MBA-FM 405	FINANCIAL MODELLING WITH EXCEL	MBA-HR 405	HR ANALYTICS



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Elective Papers for Fourth Semester

****The Minor Functional areas will be same as chosen in the 4th Semester.**

Functional Specialization (4th Semester) - MINOR

MARKETING		BUSINESS ANALYTICS	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-MM 402	SERVICE MARKETING AND CRM	MBA-BA 402	DATA ANALYTICS USING BIG DATA
MBA-MM 404	DIGITAL MARKETING E-BUSINESS	MBA-BA 404	DATA VISUALISATION USING BI TOOLS

FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM 403	MANAGING FINANCIAL INSTITUTIONS, MARKET AND BANKING SERVICES	MBA-HR 402	STRATEGIC HRM
MBA-FM 405	FINANCIAL MODELLING WITH EXCEL	MBA-HR 404	ORGANISATIONAL CHANGE AND DEVELOPMENT

HOSPITAL ADMINISTRATION		PHARMACEUTICAL MANAGEMENT	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-HA 402	QUALITY ASSURANCE IN HOSPITAL SECTOR	MBA-PM 402	PHARMACEUTICAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT
MBA-HA 403	PATIENT CARE AND MEDICAL RECORD MANAGEMENT	MBA-PM 403	ETHICAL, REGULATORY AND QUALITY ISSUES IN PHARMACEUTICAL INDUSTRY