



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)



MCKV INSTITUTE OF ENGINEERING

NAAC Accredited "A" Grade Autonomous Institute under UGC Act 1956
Approved by AICTE & affiliated to Maulana Abul Kalam 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/

➤ **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.



MCKV INSTITUTE OF ENGINEERING

NAAC Accredited "A" Grade Autonomous Institute under UGC Act 1956
Approved by AICTE & affiliated to Maulana Abul Kalam 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

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



MCKV INSTITUTE OF ENGINEERING

NAAC Accredited "A" Grade Autonomous Institute under UGC Act 1956
Approved by AICTE & affiliated to Maulana Abul Kalam 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/

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



MCKV INSTITUTE OF ENGINEERING

NAAC Accredited "A" Grade Autonomous Institute under UGC Act 1956
Approved by AICTE & affiliated to Maulana Abul Kalam 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/

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