



MCKV INSTITUTE OF ENGINEERING

NAAC Accredited Grade "A" Autonomous Institute under UGC Act, 1956
Approved by AICTE & affiliated to Maulana Abul Kalam Azad University of Technology
243 G.T. Road (N), Liluah, Howrah- 711204, West Bengal, India
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Curriculum for Undergraduate Degree BBA Programme (w.e.f. AY: 2025-26)

Part I: Introduction, Theme & Category wise Credit Distribution

Objective

To conduct a business and industry-oriented BBA Programme following the NEP 2020 Curriculum for Management (BBA).

Key features of the BBA Curriculum:

- 1. Flexible Duration and Structure:** The curriculum offers a flexible duration of three to four years, divided into 6 or 8 semesters. This structure accommodates a broad range of student needs and learning paces, providing certificates and diplomas at various stages.
- 2. Comprehensive Credit Distribution:** The curriculum encompasses a total of 132 credits for the 3-year program and 172 credits for the 4-year (Honours and Honours with Research) programs. It includes a balanced mix of Inter Disciplinary; Ability Enhancement; Skill Enhancement; Common Value Added courses and a significant emphasis on hands-on learning through Projects, Seminars, and Internships.
- 3. Innovative Course Structure:** The course structure introduces a rigorous Induction Program, mandatory visits/workshops, and expert lectures to foster a holistic educational experience. The model curriculum envisages a connection of core subjects with NEP and its encompassing elements such as Holistic and Integrated Education, 21st Century Skills, Flexibility and Choice, Environmental Awareness, Value-Based Education, Emphasis on Innovation, Understanding Human Behaviour, Empathy, and Social Awareness. The fundamentals will provide the requisite Model curriculum for UG Degree in BBA 7 robust grounding in management/business, the liberal arts subjects would help in furthering that grounding and also enable pluggability into international higher education systems (from exchange and dual degree perspectives) and the elements of sustainability, technology and behavioural sciences will ensure holistic development in synch with NEP.



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4. Diverse Specializations and Practical Exposure: Students will have the opportunity to specialize in emerging areas through Open Electives and gain practical experience through structured internships and project work. This practical exposure is designed to enhance employability and entrepreneurial capabilities.

5. Assessment and Grading: A detailed and transparent assessment mechanism ensures that students' performances are evaluated fairly, focusing on continuous learning and improvement. The grading system is aligned with the quality and rigor expected in higher education.

6. Research Orientation for Honours Students: The BBA (Honours with Research) program offers a unique pathway for students interested in academic and research careers. With a focus on advanced data analysis, research methodology, and a dissertation, this track prepares students for challenges in academia and industry research roles. It will also allow students to pave their path to higher education in management and technical fields

A. Definition of Credit:

Sl. No.	Description	Credit
1	1 Hr. Lecture (L) Per Week	1
2	1Hr. Tutorial (T) Per Week	1
3	1Hr.Practical/ Lab(P)Per Week	0.5
4	2Hrs. Practical/ Lab(P)Per Week	1

B. Range of Credits:

To conduct a business and industry-oriented BBA Programme following the NEP 2020 Curriculum for Management (BBA).

- 3-year BBA program 132 credits
- 4-year BBA (Honours) 160 credits
- 4-year BBA (Honours with Research) programs, 172 credits.
- Specialization: Students can opt for any one Major functional specializations from Marketing, Finance, and HRM.
- Minor Specialization offered: Computer Applications
- Marks per paper:100(70–End Term Examination, 30–Internal)

Curriculum for Undergraduate Degree (BBA) (w.e.f. AY: 2025-26)

Minimum eligibility criteria for opting for the course in the fourth year will be as follows:

1. BBA (Honours with Research): Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

2. For BBA (Honours): BBA Degree

C. Course Code and Definition:

Sl. No.	Course Code	Definitions
1	L	Lecture
2	T	Tutorial
3	P	Practical
4	IDC	Inter Disciplinary Course
5	AEC	Ability Enhancement Course
6	SEC	Skill Enhancement Course
7	CVAC	Common Value Added Course
8	MAR	Credit will be allotted as per participation of the departmental programs conducted.

D. Course Structure

Sem	Major	Minor	IDC	AEC	SEC	CVAC	MAR	Project/ Summer Internship	Total Credit
I	2	1	1	1	1	1	-	-	23
II	2	1	1	1	1	1	1	-	23
III	2	1	1	1	1	1	-	-	23
IV	3	2	-	1	-	-	1	-	21
V	3	2	-	-	-	1	-	-	21
VI	2	2	-	-	-	-	1	1	21
VII	2	2	-	-	-	-	-	1	20
VIII	2	-	-	-	-	-	-	1	20