



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/

Course Name:	Marketing Management		
Course Code:	BBA-MJ-401	Category:	Management Science
Semester:	4 TH SEM	Credit:	4
L-T-P:	3-1-0	Pre-Requisites:	NIL
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	Develop an understanding of marketing management concepts and frameworks, and apply these to a new or existing business.
2.	Develop skills to analyze and synthesize information and derive insights related to Marketing management, from several perspectives.
3.	It also explores best practices in managing marketing activities within an organization, how to measure the impact on demand, and how to forecast and influence future levels, magnitude, and timing.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1.	Introduction: Nature, Scope, and Importance of Marketing, Evolution of Marketing; Core marketing concepts; - Production concept, Product concept, selling concept, Marketing concept, Societal Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio-cultural, Technological environment; Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)	4L
2.	Segmentation, Targeting, and Positioning: Concept: Levels of Market Segmentation, Basics for Segmenting, How to select target markets, positioning strategies, Unique selling proposition (USP), Branding Strategies, Repositioning of Brands.	6L
3.	Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach. Introduction to Brand Management and Innovation, and New Product Development.	6L
4.	Pricing Decisions: Determinants of Price, Pricing objectives, Pricing Methods (Non-mathematical treatment), and Adapting Price. Pricing strategies, Price and cost strategies.	6L
5.	Promotion Decisions: Factors determining promotion mix, Promotional Tools –Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity, and Personal Selling	6L



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6.	Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management	6L
7.	Marketing of Services& emerging areas: Unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, and Green Marketing (Introductory aspects only).	6L
Total		40L

Course Outcomes:

After completion of the course, students will be able to:

1.	Understand fundamental marketing concepts, theories, and principles; the role of marketing in the organizational context.
2.	Recognize various elements of the marketing mix for the effective functioning of an organization.
3.	Critically analyze an organization's marketing strategies.
4.	Learn appropriate tools and techniques of marketing with a focus on Indian experiences, approaches, and cases.

Learning Resources:

1.	Kotler P., Keller K., et al. <i>Marketing Management</i> (16th edition). Pearson Education Pvt. Ltd.
2.	Aaker, D. A. and Moorman, Christine. <i>Strategic Market Management: Global Perspectives</i> . John Wiley & Sons
3.	Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth <i>Marketing Management</i> . Pearson Higher Education
4.	Ramaswamy, V.S. & Namakumari, S. <i>Marketing Management: Indian Context Global Perspective</i> (6th edition). Sage Publications India Pvt. Ltd.
5.	Sheth, J. N., & Sisodia, R. S. (Eds.). <i>Does Marketing Need Reform?: Fresh Perspectives on the Future</i> . Routledge.

Course Name:	Human Resource Management		
Course Code:	BBA-MJ-402	Category:	Management Science
Semester:	4 th SEM	Credit:	4
L-T-P:	3-1-0	Pre-Requisites:	The basic concept of Human Resource Management
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05



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Course Objectives:

1.	The course will enable students to understand how HR plays a functional role, needed for organizational effectiveness and management.
2.	Understand the difference between the functional and strategic roles of HR.
3.	Students will analyze the need for HR planning, Innovation, the use of technology, and sector-specific HR needs.
4.	Understand the innovation in HRM and best practices.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	Introduction: Meaning of Human Resource Management, HRM policies, Function of HRM, Difference between personnel management and HRM, strategic human resource management	10L
2.	Plan, Acquire, Develop, Career Management: Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management; Career Management; Talent Management; Managing the GIG employees and Virtual employees and team	10L
3.	Engagement, Performance, compensation management, Industrial Relations, Compliance, Employment relations: Changing nature of Employee Engagement, Performance Management, Compensation and Benefits, Industrial Relations, Workplace Laws and Regulations, Employment Relations	10L
4.	Technology, HR Analysis, and Innovation: Human Resource Information and Analytics; Organization Transformation and Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals, HRM, Green HRM, and challenges.	10L
Total		40L

Course Outcomes:

After completion of the course, students will be able to:

1.	Explain how Functional HRM contributes to organizational management.
2.	Analyze all HR Functions like recruitment selection, performance management, compensation benefits, Training and Development, and Career Management/talent management.
3.	Create sustainable goals with diversity, Inclusion, and wellness.



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4.	Apply HR analytics and HR with innovation.
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Learning Resources:	
1.	DeNisi, A.S., Griffin, R.W, and Sarkar, Anita. Human Resource Management, Cengage Learning
2.	Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms
3.	Innovations in People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
4.	DeCenzo, David A., and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
5.	Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi

Course Name:	OPERATIONS MANAGEMENT		
Course Code:	BBA-MJ-403	Category:	Management Science
Semester:	4 TH SEM	Credit:	4
L-T-P:	3-1-0	Pre-Requisites:	The basic concept of
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	Understand the foundation of operations management.
2.	Develop analytical skills in core operational functions.
3.	To enable students to analyze the role of modern technologies
4.	Familiarize students with inventory control systems.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1.	Introduction to Operations Management: Importance of Operations Management, Role of operations manager, Operations strategy and competitiveness, Overview of production system, Production Planning,	5
2.	Characteristics of Manufacturing Systems: Classification of Manufacturing Systems	2
3.	Facility Location and Plant Layout: Factors affecting facility location decisions, Methods for evaluating location alternatives, Types of layouts, Layout planning and analysis, Material handling systems, Need for a Good Plant Layout; Characteristics of a Good Layout, Costs associated with Plant Layout; Process Layout vs. Product Layout	5



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4.	Assembly Line Balancing: Concept and Problems; Cellular Manufacturing Concept	5
5.	Maintenance Management: Types of Maintenance, Breakdown and Preventive Maintenance; Total Productive Maintenance (TPM), Concept of MTBF(Mean time between failure), MTTR, MTTF	3
6	Purchase Management: Purchasing Procedure; Value Analysis; Vendor Selection; Negotiation; Make or Buy decision, overview on Tender & Auction. Variety Reduction, stores management, MRP, ERP.	5
7	Inventory Management: Importance and Types of Inventory, Inventory Control Systems, Economic Order Quantity (EOQ) Model, Classification- ABC, VED, FSN, Just-In-Time (JIT) Inventory, Inventory Optimization Technique.	5
8	Purpose of Inspection & Quality control: Difference between QC & QA, Total quality Management(TQM), 7 QC tools, Overview on Statistical process control (SPC)& Statistical Quality Control(SQC) Control Charts & acceptance Sampling, Sampling Plan "OC curve, AQL, AOQL<PD, "introduction to six sigma, Kaizen.	5
9	Emerging Trends in Operations Management: Impact of Technology and Innovation, Role of technology in operations management, Automation and robotics in operations	5
Total		40

Course Outcomes:

After completion of the course, students will be able to:

1	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
2	Analyze and evaluate various manufacturing systems, locations, and layout concepts.
3	Develop a balanced line of production & scheduling and sequencing techniques in operation environments
4	Apply the concept of Maintenance management and purchase management vendor selection, negotiation, and inventory classification methods like EOQ, JIT, and ABC.

Learning Resources:

1.	Production and Operations Management–S. N. Chary
2.	Operations Management– William J. Stevenson



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3.	Quality Management Demystified– Sid Kemp
4.	Operations Management–JohnWiley
5.	Service Operations Management: Improving Service Delivery– Robert Johnston & Graham Clark

Course Name:	Business Research Method – I		
Course Code:	BBA-MI-404 BBA-MI-494	Category:	Management Science
Semester:	4 th SEM	Credit:	4
L-T-P:	2-1-2	Pre-Requisites:	NIL
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To grasp the fundamentals of research methodology and apply them in various research or project works.
2.	To identify and utilize appropriate research methods aligned with research objectives
3.	To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements
4.	To learn the intricacies of interpreting data and writing comprehensive research reports.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1.	Introduction to Research: Definition, history, evolution, and types of scientific inquiry and research. The ethical considerations in research, the process of research, and the characteristics and components of good research work.	(6L+8P)10
2.	Formulating the Research Problem: identify and formulate research problems, conduct literature reviews, and develop research questions and objectives, the process of creating effective research designs.	(6L+8P)10
3.	Measurement and Data Collection: Measurement and scaling, discussing different types of data, sources of measurement error, and scale construction techniques, various data collection methods, including questionnaires, interviews, and observations.	(6L+8P)10
4.	Data Analysis and Interpretation: Sampling methods, data preparation (editing and coding), and hypothesis testing using parametric and non-parametric tests, the tools and techniques for data visualization, like charts, tables, and box plots.	(6L+8P)10
Total		40

Course Outcomes:

After completion of the course, students will be able to:

1.	Prepare a detailed research plan covering all essential aspects of a research project.
2.	Construct and administer effective research instruments like questionnaires.
3.	Execute data collection strategically to gather relevant information.
4.	Apply advanced statistical techniques for data interpretation.
5.	Draft comprehensive research reports tailored to specific audience needs.

Learning Resources:

1.	<i>Methodology of Research</i> by C.R. Kothari.
2.	<i>Research Methods for Business</i> by Uma Sekaran.
3.	<i>Research Methodology</i> by Ranjit Kumar.
4.	<i>Malhotra, N. K., Nunan, D., & Birks, D. F., Marketing research. Pearson UK.</i>

Course Name:	Business Law		
Course Code:	BBA-MI 405	Category:	Management Science
Semester:	4 th SEM	Credit:	2
L-T-P:	2-0-0	Pre-Requisites:	The basic concept of law
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:

1.	To provide a comprehensive overview of the legal rules and regulations that govern business operations, including contract law, sales of goods, negotiable instruments, and various business organizations.
2.	To enable students to apply legal knowledge to real-world business situations and understand the legal implications of their decisions.
3.	To foster critical thinking skills by analyzing legal cases, interpreting laws, and evaluating their impact on business practices.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	Law of Contract: Nature of contract; Classification; Offer and acceptance; Capacity of parties to contract; Free consent; Consideration; Legality of object; Agreement declared void; Performance of contract; Discharge of contract; Remedies for breach of contract.	5

2.	Special Contracts: Indemnity; Guarantee; Bailment and pledge; Agency	2
3.	Sale of Goods Act: Formation of contracts of sale; Goods and their classification, price, conditions and warranties; Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.	4
4.	Negotiable Instrument Act: Definition of negotiable instruments; Features; Promissory note; Bill of exchange & cheque; Holder and holder in the due course; Crossing of a cheque, Types of crossing; Negotiation; Dishonour and discharge of negotiable instrument.	5
5.	The Consumer Protection Act: Salient features, Definition of consumer, Grievance redressal machinery.	2
6.	Foreign Exchange Management Act: Definitions and main provisions.	2
Total		20

Course Outcomes:

After completion of the course, students will be able to:

1.	To understand the principles of contract formation, execution, and enforcement, including the elements of a valid contract and remedies for breach, and develop the ability to analyze legal issues, apply relevant laws, and arrive at informed conclusions.
2.	To understand the legal framework governing the purchase and sale of goods, including the rights and obligations of buyers and sellers.
3.	To understand the legal principles governing the use and transfer of negotiable instruments, such as promissory notes and checks.
4.	To understand the legal framework for various business organizations, including partnerships, limited liability partnerships, and corporations, and to effectively communicate legal concepts and collaborate with others on legal issues.

Learning Resources:

1.	Desai TR: Indian Contract Act, Sale of Goods Act, and Partnership Act; SC Sarkar & Sons
2.	S.S. Gulshan: Marketing Law, Excel Books



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3.	Pathak: Legal Aspect of Business, TMH
4.	KhergamwalaJS: The Negotiable Instruments Act; NM Tripathi
5.	Singh Avtar: The Principles of Mercantile Law; Eastern Book Company
6.	Kuchal, M.C.: Business Law; Vikas Publishing

Course Name:	Society, Culture, and Human Behaviour		
Course Code:	BBA-AEC-401	Category:	Management Science
Semester:	4 th SEM	Credit:	2
L-T-P:	2-0-0	Pre-Requisites:	NIL
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To explore the relationship between society, culture, and human behavior
2.	To analyze the impact of social norms, values, and beliefs on individual and collective behavior
3.	To examine the cultural diversity and its influence on social interactions and perceptions

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1.	Demographic Profile: Characteristics of Indian Population, Population Growth, Age, Sex, Religion, Language, Occupations, National Policy on Population	4L
2.	Indian Society and Culture: Society and Its Types, Culture – Features, Characteristics, and Diversity. Differences with Western Culture,	4L
3.	Social Stratification: Caste System, Class System, Communities, Ethnic Groups, Weaker Sections and Minorities, Constitutional Provisions for Scheduled Castes, Scheduled Tribes, and other Backward Classes	4L
4.	Socio-Economic Problems: Poverty, Illiteracy, Unemployment, Housing, Child Labour, Migration, Occupational Diseases, Insurgency, Terrorism, Crime, Project Affected People, Social Destitute, Beggary, Aged Population, Juvenile Delinquency, Problems in Family Life.	4L
5.	Introduction to Human Behaviour: Overview of human behavior, Importance of studying human behavior, determinants of human behavior	4L
Total		20L

Course Outcomes:



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After completion of the course, students will be able to:

1.	Demonstrate an understanding of the interplay between society, culture, and human behavior.
2.	To know about the caste system, unemployment, and poverty.
3.	Critically assess theories and concepts related to human behavior.

Learning Resources:

1.	Andre Beteille, Society and Politics in India, OUP
2.	Dipankar Gupta, Social Stratification, OUP
3.	Ram Ahuja, Social Problems in India, Rawat Publications
4.	A.N. Tripathi Human Values New Age International
5.	R. Thapar (ed) Tribe, Caste, and Religion in India, Macmillan