

MCKVINSTITUTE 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: +9133 26549315/17 Fax: +9133 26549318 Web: www.mckvie.edu.in/

Curriculum for Postgraduate Degree (MBA) (w.e.f. AY: 2022-23)

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 100 credits (one credit equals 12 hours) and Internship / Project should be 06 credits i.e., Total $100 + 06 = 106$ credits.
- Specialization: Students can opt for any two functional specializations (One Major Area and one Minor Area) from Marketing, Finance, HRM, and Business Analytics.
- Marks per paper: 100 (70–End Term Examination, 30–Internal)

Course Structure

Regular Course

Semester	Paper	Credits	Contact Hrs. (1 credit = 12 hrs.)
I (C*)	7	24	312
II (C*) + 1 Project	9	24	312
III (1C* + 6E**)	7	26	312
Internship/Project#	1	6	60
IV (1C* + 6E**)	7	26	312
Course Total	30	106	1308

(#Project: Project Paper + Presentation)

+ Viva) (C*: CORE PAPERS / E**: ELECTIVE

PAPERS)



MCKVINSTITUTE 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 3326549315/17 Fax: +91 3326549318 Web: www.mckvie.edu.in/

➤ **Total Credits:** 106

Session

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

Examination System (Semester–Wise)

- Total Marks = 100 (70–End Term Examination, 30–Internal)
- Internal: Weightage: 30 (Class Test, Presentation & Viva)
- Paperwise Class Test = 2 Tests + 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: December
- Even Semester (2nd & 4th) Examination: June
- BRM Project Marks/Sessional (100): Project Report (50), Presentation (30), Viva (20)
- Passmarks: 40 per paper.

Teaching Methodology

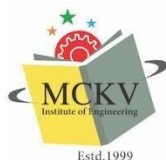
Lecture, Discussion,
Presentation, Case Studies, Group Task, Assignments, Projects, Special Lectures by industry professionals.

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, 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.



MCKVINSTITUTE OF ENGINEERING

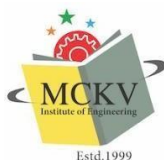
NAAC Accredited "A" Grade Autonomous Institute under UGC Act 1956
 Approved by AICTE & affiliated to Maulana Abul Kalam Azad University of Technology, West Bengal
 243 G.T. Road (N), Liluah, Howrah-711204, West Bengal, India
 Ph: +91 3326549315/17 Fax +91 3326549318 Web: www.mckvie.edu.in/

CURRICULUM

Core Courses (Four Semester)

Semester I							
SlNo.	Marks	CourseCode	CourseName	ConductHours			Credits
				L	T	P	
Theory							
1		MBA101	Managerial Economics	4	0	0	4
2		MBA102	Financial Reporting, Statement &Analysis	4	0	0	4
3		MBA103	Management Theory& OB	4	0	0	4
4		MBA104	Business Environment, Ethics &Law	4	0	0	4
5		MBA105	Business Statistics &Quantitative Techniques	4	0	0	4
6		MBA106	Corporate Communications	2	0	0	2
	Total Theory			22	0	0	22
Practical/Training							
1		MBA191	Advanced Excel, SPSS &R Lab	0	0	4	2
	Total Practical/Training						
Total Credit of SemesterI				22	0	4	24

Semester II							
SlNo.	Marks	CourseCode	CourseName	ConductHours			Credits
				L	T	P	
Theory							
1		MBA201	Marketing &Consumer Behavior	3	0	0	3
2		MBA202	Operations &Supply Chain Management	3	0	0	3
3		MBA203	Human Resource Management	3	0	0	3
4		MBA204	Business Research Methods	2	0	0	2
5		MBA205	Financial and Cost Management	4	0	0	4
6		MBA206	Business Analytics and Information Systems	4	0	0	4
7		MBA207	Operations Research	3	0	0	3
	Total Theory			22	0	0	22
Practical/Training							
1		MBA281	BRM Project	0	0	0	0
2		MBA291	Personality Development Lab	0	0	4	2
	Total Practical/Training			0	0	4	2
Total Credit of Semester II				22	0	4	24



MCKVINSTITUTE 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: +9133 26549315/17 Fax: +9133 26549318 Web: www.mckvie.edu.in/

Summer Internship = 6 Credits

Semester III							
SlNo.	Marks	Course Code	Course Name	Conduct Hours			Credits
				L	T	P	
Theory							
1		MBA 301	Strategic Management	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							
		MBA381	Summer Internship				6
	Total Practical/Training						
Total Credit of Semester III				0	0	0	32

Semester IV							
SlNo.	Marks	CourseCode	CourseName	ConductHours			Credits
				L	T	P	
Theory							
1		MBA401	Entrepreneurship Development	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							
		MBA481	Capstone Project and Grand Viva	0	0	0	0
	Total Practical/Training						
Total Credit of Semester IV				0	0	0	26



MCKVINSTITUTE OFENGINEERING

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: +9133 26549315/17 Fax: +9133 26549318 Web: www.mckvie.edu.in/

Semester-III

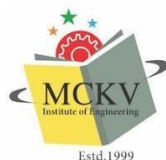
Elective Papers: Four from any one Functional Area (Major) and two from a different Functional Area (Minor)

FM/MM/HR/BA-302
FM/MM/HR/BA-303
FM/ MM/HR/ BA – 304
FM/ MM/HR/ BA –305

Semester-IV

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

FM/MM/HR/BA-402
FM/MM/HR/BA – 403
FM/MM/HR/BA – 404
FM/MM/HR/BA – 405



MCKVINSTITUTE 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: +9133 26549315/17 Fax: +9133 26549318 Web: www.mckvie.edu.in/

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

Elective Papers for Third Semester

Functional Specialization (3rd Semester) - MAJOR

MARKETING		BUSINESS ANALYTICS	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-MM302	INTEGRATED MARKETING COMMUNICATIONS	MBA-BA302	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING
MBA-MM303	ADVERTISING AND SALES MANAGEMENT	MBA-BA303	INTRODUCTION TO DATA SCIENCE
MBA-MM304	SERVICE MARKETING & CRM	MBA-BA304	PRINCIPLES OF PROGRAMMING USING PYTHON
MBA-MM305	PRODUCT & BRAND MANAGEMENT	MBA-BA305	DATABASE MANAGEMENT SYSTEM

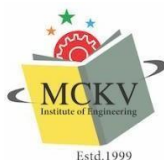
FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM302	CORPORATE FINANCE	MBA-HR302	EMPLOYMENT RELATIONS & LABOUR LAWS
MBA-FM303	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	MBA-HR303	COMPENSATION & REWARDS MANAGEMENT
MBA-FM304	FINANCIAL MARKETS & SERVICES	MBA-HR304	PERFORMANCE MANAGEMENT & COMPETENCY MAPPING
MBA-FM305	MERGERS AND ACQUISITIONS	MBA-HR305	MANPOWER TRAINING AND DEVELOPMENT

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

Elective Papers for Third Semester

Functional Specialization (3rd Semester) - MINOR

MARKETING		BUSINESS ANALYTICS	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-MM303	ADVERTISING AND SALES MANAGEMENT	MBA-BA304	PRINCIPLES OF PROGRAMMING USING PYTHON
MBA-MM305	PRODUCT & BRAND MANAGEMENT	MBA-BA305	DATABASE MANAGEMENT SYSTEM



MCKVINSTITUTE 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: +9133 26549315/17 Fax: +9133 26549318 Web: www.mckvie.edu.in/

FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM302	CORPORATE FINANCE	MBA-HR302	EMPLOYMENT RELATIONS & LABOUR LAWS
MBA-FM304	FINANCIAL MARKETS & SERVICES	MBA-HR304	PERFORMANCE MANAGEMENT AND COMPETENCY MAPPING

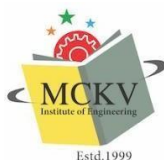
Elective Papers for Fourth Semester

****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-MM402	RETAIL MANAGEMENT	MBA-BA402	DATA ANALYTICS USING BIG DATA
MBA-MM403	RURAL AND AGRI MARKETING	MBA-BA403	MULTIVARIATE DATA ANALYSIS
MBA-MM404	DIGITAL MARKETING AND E-BUSINESS	MBA-BA404	DATA VISUALISATION USING BI TOOLS
MBA-MM405	B2B MARKETING	MBA-BA405	BUSINESS FORECASTING USING TIME SERIES ANALYSIS

FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM402	FINANCIAL DERIVATIVES AND RISK MANAGEMENT	MBA-HR402	STRATEGIC HRM
MBA-FM403	MANAGING BANKS AND FINANCIAL INSTITUTIONS	MBA-HR403	INTERNATIONAL HRM
MBA-FM404	INTERNATIONAL FINANCE	MBA-HR404	ORGANIZATIONAL CHANGE AND DEVELOPMENT
MBA-FM405	FINANCIAL MODELLING/BEHAVIORAL FINANCE	MBA-HR405	HUMAN CAPITAL MANAGEMENT AND HR AUDIT



MCKVINSTITUTE OFENGINEERING

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: +9133 26549315/17 Fax: +9133 26549318 Web: www.mckvie.edu.in/

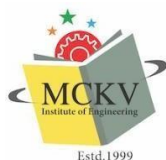
Elective Papers for Fourth Semester

****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-MM404	DIGITAL MARKETING AND E-BUSINESS	MBA-BA402	DATA ANALYTICS USING BIG DATA
MBA-MM405	B2B MARKETING	MBA-BA404	DATA VISUALISATION USING BI TOOLS

FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM403	MANAGING BANKS AND FINANCIAL INSTITUTIONS	MBA-HR402	STRATEGIC HRM
MBA-FM404	INTERNATIONAL FINANCE	MBA-HR404	ORGANIZATIONAL CHANGE AND DEVELOPMENT



MCKVINSTITUTEENGINEERING

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 3326549315/17 Fax +91 3326549318 Web: www.mckvie.edu.in/