



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)



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➤ **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.



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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



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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



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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