

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:	Principles of Management		
Course Code:	BBA-MJ-101	Category:	Management Science Course
Semester:	1 st SEM	Credit:	4
L-T-P:	3-1-0	Pre-Requisites:	Basic knowledge of management functions
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:

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| 1. | To understand the basic concepts, principles, and theories of management |
| 2. | To examine the essential functions of managers |
| 3. | To analyze the impact of globalization, diversity, and ethics on management. |
| 4. | To develop skills in strategic planning, decision-making, and leadership |

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	Unit 1: Introduction to Management: Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling	8
2.	Unit 2: Planning, Organizing, and Staffing: Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational; Planning process and techniques; Decision-making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility,	12

	and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment	
3.	Unit 3: Leading, Directing, and Controlling: Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.	10
4.	Unit 4: Strategic Management, Ethics, and Social Responsibility: Overview of strategic management, SWOT analysis, and strategic formulation, implementation, and evaluation strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices	10
Total		40

Course Outcomes:

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

1.	Demonstrate how management principles are used to solve practical business problems.
2.	Compare and contrast different management theories and their effectiveness in various organizational contexts.
3.	Design a management strategy for a hypothetical or real organization using a mix of management theories and practices.
4.	Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

Learning Resources:



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1.	Harold Koontz and Heniz Weihrich: Essentials of Management: McGraw-Hill Education (India).
2.	Rao, V. S. P. Management Principles and Applications. Taxmann Publications
3.	Robbins, S. P. & Coulter, M. A. Management. Pearson
4.	Kapoor, Premvir, Principles of Management, Khanna Book Publishing

Course Name:	BASIC MATHEMATICS AND STATISTICS		
Course Code:	BBA-MJ-102	Category:	Management Science
Semester:	1 st SEM	Credit:	4
L-T-P:	3-1-0	Pre-Requisites:	The basic concept of Math & Stat
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	Understand and Apply Core Concepts of Number Systems, Algebra, and Set Theory
2.	Demonstrate Analytical Skills in Permutations, Combinations, Matrices, and Determinants
3.	Acquire Statistical Literacy in Data Collection and Representation
4.	Compute and Interpret Measures of Central Tendency and Dispersion

Course Contents:		
Module No.	Description of Topic	Contact Hrs.

1.	The Number System– Positive and Negative Integers, Fractions, Rational and Irrational Numbers, Real Numbers, Problems Involving the Concept of Real Numbers. Basic Algebra– Algebraic Identities, Simple Factorizations; Equations: Linear and Quadratic (in Single Variable and Simultaneous Equations). Surds and Indices; Logarithms and Their Properties (Including Change of Base); Problems Based on Logarithms.	5
2.	Set Theory-Introduction; Representation of sets; Subsets and supersets; Universal and Null sets; Basic operations on sets; Laws of set algebra; Cardinal number of a set; Venn Diagrams; Application of set theory to the solution of problems. Permutations and Combinations– Fundamental principle of counting; Factorial notation. Permutation: Permutation of n different things; of things not all different; restricted permutations; circular permutations. Combination: different formulas on combination, complementary combination, restricted combination; Division into groups. Mixed problems on permutation and combination	10
3.	Determinants- Determinants of order 2 and 3; minors and cofactors; expansion of determinants; properties of determinants; Cramer's rule for solving simultaneous equations in two or three variables Matrices- Different types of matrices; Matrix Algebra– addition, subtraction and multiplication of matrices; Singular and non-singular matrices; adjoint and inverse of a matrix; elementary row/column operations; Solution of a system of linear equations using matrix algebra.	10
5.	Data-Collection, Editing and Presentation of Data: Primary data and secondary data; Methods of collection; Scrutiny of data. Presentation of data: textual and tabular presentations; Construction of a table and the different components of a table. Diagrammatic representation of data: Line diagrams, Bar diagrams, Pie charts, and divided-bar diagrams. Frequency Distributions- Attribute and variable; Frequency distribution of an attribute; Discrete and continuous variables; Frequency distributions of discrete and continuous variables; Bivariate and Multivariate Frequency Distributions.	5
6.	Measures of Central Tendency- Definition and utility; Characteristics of a good average; Different measures of average; Arithmetic Mean; Median; Other positional measures– quartiles, deciles, percentiles; Mode; Relation between Mean, Median, and Mode; Geometric and Harmonic Mean. Choice of a suitable measure of central tendency. Measures of Dispersion- Meaning and objective of dispersion; Characteristics of a good measure of dispersion; Different measures of dispersion– Range, Quartile deviation,	10



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	Mean deviation, Mean Absolute deviation, Standard deviation; Comparison of the different measures of dispersion. Measures of relative dispersion– Coefficient of Variation. Combined mean and standard deviation, Combined mean and standard deviation.	
Total		40

Course Outcomes:

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

1.	Remembering the fundamentals of Mathematics or Statistics
2.	Remembering & Understanding the number system & basic Algebra
3.	Remembering & Understanding the set theory, determinants and matrices, limits, continuity, differentiation, & Integration
4.	Remembering & Understanding data frequency, distribution & measures of central tendency and measures of dispersion for solving business problems

Learning Resources:

1.	H. S. Hall & S. R. Knight– Higher Algebra; Radha Publishing House
2.	Reena Garg, Engineering Mathematics, Khanna Publishing House
3.	Sancheti & Kapoor– Business Mathematics; Sultan Chand & Company
4.	Dowling– Introduction to Mathematical Economics; Schaum's Outline Series
5.	R. S. Soni– Business Mathematics– Pitambar Publishing House

Course Name:	IT Literacy		
Course Code:	PE-BBA-MI-101(T) PE-BBA-MI-191(P)	Category:	Information Technology
Semester:	1 st SEM	Credit:	(2L+4P)=4
L-T-P:	2-0-4	Pre-Requisites:	The basic concept of a Computer



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Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To equip students with foundational knowledge of IT tools and their applications in business environments.
2.	To develop practical skills in using communication and collaboration platforms essential for modern business operations.
3.	To enhance students' abilities in data management and analysis, enabling informed decision-making.
4.	To instill an understanding of cybersecurity principles and IT governance to ensure safe and compliant digital practices.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1.	Introduction of IT Tools in Business: Overview of Information Technology in Business, Types of IT Tools and Their Applications, Role of IT in Enhancing Business Efficiency, Introduction to Business Software Suites, Case Studies on IT Implementation in Business, Hands-on with Business IT Tools, Setting Up and Configuring Business Software, Data Entry and Management Practices, Generating Reports and Analyzing Data, Troubleshooting Common IT Issues in Business	5L+10P
2.	Communication and Collaboration Tools: Importance of Communication Tools in Business, Overview of Collaboration Platforms, Email Communication Best Practices, Managing Virtual Teams with Collaboration Tools, Security and Privacy Considerations in Communication, Setting Up and Managing Email Accounts, Using Instant Messaging and Collaboration Platforms, Scheduling and Managing Virtual Meetings, Collaborative Document Editing and Sharing, Best Practices for Online Collaboration	5L+10P

3.	Data Management and Analysis Tools: Fundamentals of Data Management, Introduction to Data Analysis Techniques, Role of Spreadsheets in Data Analysis, Data Visualization Principles, Ethical Considerations in Data Handling, Creating and Formatting Spreadsheets, Using Formulas and Functions for Data Analysis, Generating Charts and Graphs, Data Cleaning and Validation Techniques, Interpreting and Presenting Data Findings	5L+10P
4.	Cybersecurity and IT Governance: Understanding Cybersecurity Fundamentals, Common Cyber Threats and Prevention Strategies, IT Governance Frameworks and Best Practices, Compliance and Regulatory Requirements in IT, Developing an IT Security Policy, Implementing Basic Security Measures, Recognizing and Responding to Phishing Attempts, Conducting Security Audits and Assessments, Developing a Disaster Recovery Plan, Case Studies on IT Security Breaches and Lessons Learned	5L+10P
Total		20L+40P

Course Outcomes:

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

1.	Demonstrate proficiency in utilizing various IT tools to streamline business processes and improve efficiency.
2.	Effectively communicate and collaborate using digital platforms, fostering teamwork and productivity.
3.	Apply data analysis techniques to interpret business data, aiding in strategic decision-making.
4.	Implement basic cybersecurity measures and adhere to IT governance standards to safeguard organizational information.

Learning Resources:

1.	Information Technology and Its Application in Business, Reema Thareja, Oxford University Press
2.	Computer Fundamentals and Programming Concepts, ITL Education Solutions Limited,

	Pearson India
3.	Information Technology for Business, Md. Minhajuddin, R.G. Saha, S. Vijitha, Suresh Babu, Himalaya Publishing House
4.	Fundamentals of Computers – For BBA, Gautam Bapat, Nirali Prakashan

Course Name:	Basic Graphic Design		
Course Code:	PE-BBA-IDC-101(T) PE-BBA-IDC-191(P)	Category:	Management Science Course
Semester:	First	Credit:	3L+2P=4
L-T-P:	3-0-1	Pre-Requisites:	Basic knowledge of computer applications
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To introduce students to the basic concepts of graphic design while utilising design techniques to address user-centric issues.
2.	To allow students to have a thorough understanding of procedures to improve design workflows through the use of graphical representations.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1.	Unit 1: Design Basics: Elements and Principles of Design: Elements of design: Understanding the basic building blocks of design, including line, shape, color, texture, and form. Principles of design: Learning how to apply principles like balance, contrast, rhythm, unity, and emphasis to create harmonious designs. Design exercises for elements: Hands-on activities to explore and experiment with various design elements.	10 (6L+4P)

	Design projects for principles: Students will work on projects to apply the principles of design in their compositions.	
2.	Unit 2: Relational Interaction of Elements and Principles in Design Implementation: Gestalt psychology in design: Studying how the mind perceives and organizes visual information, and how designers can leverage Gestalt principles in their work. Creating visual hierarchy: Understanding how to establish a clear visual hierarchy to guide viewers through the design. Gestalt-inspired projects: Students will design compositions that utilize Gestalt principles to create impactful visuals. Visual hierarchy exercises: Practical exercises to implement visual hierarchy in different design contexts.	10 (6L+4P)
3.	Unit 3: Composition and Gestalt Laws of Organization: Composition techniques: Exploring advanced composition techniques, such as symmetry, asymmetry, and the rule of thirds. Grid systems: Understanding the use of grid systems in graphic design and their role in organizing content. Practical: Composition projects: Students will work on projects that challenge them to create dynamic and effective compositions. Grid-based design exercises: Engaging students in practical exercises using grid systems in their designs	10 (6L+4P)
4.	Unit 4: Typography and Graphic Design: Typography fundamentals: Learning about type anatomy, classification, and typographic hierarchy. Typography in branding: Understanding how typography plays a crucial role in brand identity and communication. Typographic posters: Students will design posters that showcase different typefaces and typographic treatments. Branding projects: Applying typography in branding and logo design projects.	10 (6L+4P)
5.	Unit 5: Design Studio: Client collaboration: Understanding how to collaborate effectively with clients and understand their design needs. Project management: Learning how to manage design projects from conception to delivery.	10 (6L+4P)
Total		50 (30L+20P)



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Course Outcomes:

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

1. Recognise the foundational concepts, components, and workflow of graphic design.
2. Give and receive clear directions, create powerful presentations, and communicate clearly through design documentation.
3. Understand the importance of independent, lifelong learning in the design and social delivery processes, and be prepared to do so.

Learning Resources:

1. "A History of Graphic Design" by Philip B. Meggs and Alston W. Purvis (2016, Wiley)
2. "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau (2011, Rockport Publishers)
3. "Layout Workbook: A Real-World Guide to Building Pages in Graphic Design" by Kristin Cullen (2007, Rockport Publishers)
4. "Color Design Workbook: A Real-World Guide to Using Color in Graphic Design" by Terry Stone and Sean Adams (2008, Rockport Publishers)

Course Name:	English and Business Communication		
Course Code:	BBA-AEC-101(T) BBA-AEC-191(P)	Category:	Management Science Course
Semester:	1 st SEM	Credit:	3
L-T-P:	1-0-4	Pre-Requisites:	Basic knowledge of English
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

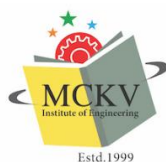
Course Objectives:

1. To understand the concept, process, and importance of Business Communication.

2.	To help students understand the basic principles and techniques of business communication.
3.	To train students to acquire and master written communication for the corporate world.
4.	To sensitize students to understand Business Communication in a Global and Cross-Cultural context.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	Unit 1: Introduction to Communication in Organizations: Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels, and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.	6L+8P=10
2.	Unit 2: Written Communication: Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.	6L+8P=10
3.	Unit 3 - Interpersonal Communication: Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); PowerPoint presentation skills; Infographics, introduction to contemporary alternatives (such as Prezi, Visme, Microsoft Sway, Zoho)	6L+8P=10
4.	Unit 4 - Digital Communication: Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquette & responsibilities; introduction to personal and organizational websites.	6L+8P=10



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Total	40=(24L+32P)
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Course Outcomes:

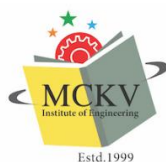
After completion of the course, students will be able to:

1.	Apply the skills of effective letter writing and be able to create various kinds of Business letters.
2.	Understand various communication barriers and apply pre-emptive measures, including feedback, to minimize them.
3.	Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
4.	Able to present in front of an audience with confidence and expertise.

Learning Resources:

1.	AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
2.	Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education
3.	Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
4.	Mukerjee, H. S., Business Communication: Connecting at Work. Oxford Publication

Course Name:	Life Skills and Personality Development		
Course Code:	BBA-SEC-101(T) BBA-SEC-191(P)	Category:	Management Science Course
Semester:	1 st SEM	Credit:	1L+2P=2
L-T-P:	1-0-2	Pre-Requisites:	Basic knowledge of Psychology
Full Marks:	100		
Examination	Semester	Continuous	Attendance:05



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Scheme:	Examination:70	Assessment:25	
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Course Objectives:	
1.	To determine the significance of life skills for personality development.
2.	To learn social and negotiating skills for situational adjustment.
3.	To discover the role that good communication and interpersonal relationships play in fostering a welcoming environment.
4.	To list the ways that thinking and coping techniques can improve personality.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1.	Unit 1: Understanding Personality and Life Skills: Personality: Definitions, Importance, Characteristics, Determinants, Traits. Life Skills: Concept, Definition, Problem-specific and area-specific skills, Life Skills Education vs Life Skills Training	2L+4P=4
2.	Unit 2: Social And Negotiation Skills: Self-Awareness and Empathy. Effective Communication. Interpersonal Relationships.	2L+4P=4
3.	Unit 3: Thinking Skills and Problem-Solving Skills: Critical Thinking and Creative Thinking. Problem Solving and Decision Making. Application and Practice of Problem-Solving and Decision-Making Strategies in Daily Life.	2L+4P=4
4.	Unit 4: Coping Skills and Personal Grooming: Coping with Emotions and Stress. Personal Grooming	2L+4P=4
5.	Unit 5: Life Skills and Employability Skills: Life Skills for Employability, Effective Team Work. Motivation, Job Involvement, and Satisfaction. Life Skills Assessment	2L+4P=4
Total		10L+20L=20



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Course Outcomes:

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

1.	Focus on enhancing life skills to develop individuality.
2.	Use social and negotiating abilities to adapt to different circumstances in life.
3.	Recognise and use interpersonal relationships and good communication to foster a welcoming environment.
4.	Develop the ability to think and cope to succeed in both personal and professional life.

Learning Resources:

1.	Delors, Jacques (1997). Learning: The Treasure Within. Paris: UNESCO
2.	Mangal S.K. (2008). An Introduction to Psychology. New Delhi: Sterling Publishers Pvt. Ltd.
3.	WHO (1999): Partners in Life Skills Education: Conclusions from a United Nations Inter-Agency Meeting. Geneva: WHO

Course Name:	Yoga/Health and Wellness		
Course Code:	BBA-CVAC-101(T) BBA-CVAC-191(P)	Category:	Management Science Course
Semester:	1 st SEM	Credit:	1L+2P=2
L-T-P:	1-0-2	Pre-Requisites:	Basic knowledge of health and hygiene
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:

1.	To encourage students to be in their best possible physical, mental, social, and spiritual states.
2.	To plan fitness and sports events outside of the institution's usual business hours

3.	To educate the students about different illnesses and the advantages of healthy eating practices.
4.	To create future citizens who are capable of managing any event in life and who are both mentally and physically fit.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	Unit 1: Yoga Education: Definition, explanation, and importance of yoga. Historical perspective on yoga. Definition, types, and mental & physical benefits of asanas, Different types of asanas – Padmasana, Bhujangasana, Halasana, Shalabhasana, Dhanurasana, Vajrasana, Chakrasana, Shavasana, Pawanmuktasana, Mandukasana, and Uttanpadasana. Pranayama and its health benefits- Bhastrika, Kapalbhati, Bhya pranayama, Anulom vilom, Bhramari, Udgeeth	4L+8P=8
2.	Unit 2: Health and Wellness Meaning, dimensions and approaches to health and wellness, Factors influencing health, Indicators of good health and poor health, Status of health in West Bengal and India. Common diseases: introduction, types, and etiology. Communicable diseases: causes and prevention. Obesity, cardiovascular disorders, Diabetes, and Liver diseases. Adverse effects of alcohol and tobacco on human health	3L+6P=6
3.	Unit 3: Food and Nutrition: Nutrients and their function in maintaining good health. Food Pyramid: Meaning, Importance, Components, and Sources of a Balanced Diet. Harmful effects of junk food.	3L+6P=6
Total		10L+20P=20

Course Outcomes:

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

1.	Obtain knowledge regarding physical health and be able to lead a healthy life.
2.	Obtain knowledge regarding mental health and be able to lead a peaceful life.



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3.	Obtain knowledge regarding spiritual well-being and manage the stressors of life.
4.	Obtain knowledge regarding emotion and social connection, and lead an optimum personal and social life.

Learning Resources:

1.	Ajmer Singh et al, Modern Textbook of Physical Education, Health and Sports (2022), Kalyani Publishers, Ludhiana
2.	M. Zimmermann, Handbook of Nutrition, Saurabh Printers Pvt. Ltd.
3.	Viswasri Monotosh Roy, Yoga O Jivan,
4.	B.K.S. Iyengar, Yoga Deepika, Vivekanand Kendra Publisher Bangalore