



# BBA @MCKVIE

## Your Launchpad to a Successful Career

The AICTE-Approved **Bachelor of Business Administration (BBA)** Programme of MCKVIE is designed to equip students with the knowledge, skills, and confidence to thrive in today's competitive business landscape. Over four transformative years, students will master management principles, gain hands-on experience in business administration, and emerge as future-ready professionals.

### THE

# MCKVIE ADVANTAGE



Industry-aligned, Comprehensive Curriculum



Frequent Industry Interactions like Industry Expert Talks and Industry Visits



Experienced and Renowned Faculty



World-class infrastructure with modern amenities



Skill Development Opportunities



Comprehensive Exposure to Entrepreneurship Development Activities



Excellent & consistent Placement records



Participation in Research Activities and Projects



Advanced Certification Courses



## MCKV INSTITUTE OF ENGINEERING



M: +91 8100336363 | W: [www.mckvie.edu.in](http://www.mckvie.edu.in)

# PROGRAMME FEATURES

- 4 year Full-time BBA Degree Programme with Marketing, Finance & HR as Major and Computer Application as Minor, aligned with NEP 2020
- Approved by AICTE & affiliated to MAKAUT, West Bengal
- Minimum Number of Classroom Contact Teaching is 160 Credits
- Marks in Each Paper: 100 (70 for End Semester Examination & 30 for Internal Marking)

## Session

**July – December**  
(Odd Semesters, i.e. 1st, 3rd, 5th & 7th)

**January – June**  
(Even Semesters, i.e. 2nd, 4th, 6th & 8th)

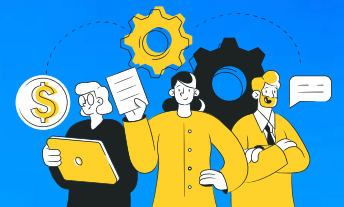
**Project Work/Internship:**  
After completion of the 6th Sem Examination, during June & July (8 Weeks Duration)

## Advanced Certifications Offered

<b>Marketing</b>	Digital & Social Media Marketing
<b>Finance</b>	Advanced Tally, Income Tax with TDS, GST
<b>HR</b>	Payroll Management & Statutory Compliance
<b>Common for all</b>	Advanced Excel & Data Visualisation Tools

## ELIGIBILITY

10+2 from any Recognised Board with a minimum of 45% Marks throughout.  
A valid score in CET (Entrance Exam conducted by MAKAUT, WB).



## Become a professional in



Sales & Marketing



Operations Management



Product & Brand Management



Human Resources



Finance & Accounting



Business Administration



Promotion Management



Entrepreneurship

## MAJOR PLACEMENT ASSOCIATES



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