



MCKV INSTITUTE OF ENGINEERING

NAAC Accredited Grade "A" Autonomous Institute under UGC Act, 1956
Approved by AICTE & affiliated to Maulana Abul Kalam Azad University of Technology
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Curriculum for Undergraduate Degree BBA Programme (w.e.f. AY: 2025-26)

Part I: Introduction, Theme & Category wise Credit Distribution

Objective

To conduct a business and industry-oriented BBA Programme following the NEP 2020 Curriculum for Management (BBA).

Key features of the BBA Curriculum:

- 1. Flexible Duration and Structure:** The curriculum offers a flexible duration of three to four years, divided into 6 or 8 semesters. This structure accommodates a broad range of student needs and learning paces, providing certificates and diplomas at various stages.
- 2. Comprehensive Credit Distribution:** The curriculum encompasses a total of 132 credits for the 3-year program and 172 credits for the 4-year (Honours and Honours with Research) programs. It includes a balanced mix of Inter Disciplinary; Ability Enhancement; Skill Enhancement; Common Value Added courses and a significant emphasis on hands-on learning through Projects, Seminars, and Internships.
- 3. Innovative Course Structure:** The course structure introduces a rigorous Induction Program, mandatory visits/workshops, and expert lectures to foster a holistic educational experience. The model curriculum envisages a connection of core subjects with NEP and its encompassing elements such as Holistic and Integrated Education, 21st Century Skills, Flexibility and Choice, Environmental Awareness, Value-Based Education, Emphasis on Innovation, Understanding Human Behaviour, Empathy, and Social Awareness. The fundamentals will provide the requisite Model curriculum for UG Degree in BBA 7 robust grounding in management/business, the liberal arts subjects would help in furthering that grounding and also enable pluggability into international higher education systems (from exchange and dual degree perspectives) and the elements of sustainability, technology and behavioural sciences will ensure holistic development in synch with NEP.

4. Diverse Specializations and Practical Exposure: Students will have the opportunity to specialize in emerging areas through Open Electives and gain practical experience through structured internships and project work. This practical exposure is designed to enhance employability and entrepreneurial capabilities.

5. Assessment and Grading: A detailed and transparent assessment mechanism ensures that students' performances are evaluated fairly, focusing on continuous learning and improvement. The grading system is aligned with the quality and rigor expected in higher education.

6. Research Orientation for Honours Students: The BBA (Honours with Research) program offers a unique pathway for students interested in academic and research careers. With a focus on advanced data analysis, research methodology, and a dissertation, this track prepares students for challenges in academia and industry research roles. It will also allow students to pave their path to higher education in management and technical fields

A. Definition of Credit:

Sl. No.	Description	Credit
1	1 Hr. Lecture (L) Per Week	1
2	1Hr. Tutorial (T) Per Week	1
3	1Hr.Practical/ Lab(P)Per Week	0.5
4	2Hrs. Practical/ Lab(P)Per Week	1

B. Range of Credits:

To conduct a business and industry-oriented BBA Programme following the NEP 2020 Curriculum for Management (BBA).

- 3-year BBA program 132 credits
- 4-year BBA (Honours) 160 credits
- 4-year BBA (Honours with Research) programs, 172 credits.
- Specialization: Students can opt for any one Major functional specializations from Marketing, Finance, and HRM.
- Minor Specialization offered: Computer Applications
- Marks per paper:100(70–End Term Examination, 30–Internal)

Minimum eligibility criteria for opting for the course in the fourth year will be as follows:

1. **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

2. **For BBA (Honours):** BBA Degree

C. Course Code and Definition:

Sl. No.	Course Code	Definitions
1	L	Lecture
2	T	Tutorial
3	P	Practical
4	IDC	Inter Disciplinary Course
5	AEC	Ability Enhancement Course
6	SEC	Skill Enhancement Course
7	CVAC	Common Value Added Course
8	MAR	Credit will be allotted as per participation of the departmental programs conducted.

D. Course Structure

Sem	Major	Minor	IDC	AEC	SEC	CVAC	MAR	Project/ Summer Internship	Total Credit
I	2	1	1	1	1	1	-	-	23
II	2	1	1	1	1	1	1	-	23
III	2	1	1	1	1	1	-	-	23
IV	3	2	-	1	-	-	1	-	21
V	3	2	-	-	-	1	-	-	21
VI	2	2	-	-	-	-	1	1	21
VII	2	2	-	-	-	-	-	1	20
VIII	2	-	-	-	-	-	-	1	20

Course Structure & Semester wise Credit Distribution

First Semester (First Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-101	Principles of Management	3	1	0	4
2	BS	BBA-MJ-102	Basic Mathematics and Statistics	3	1	0	4
3	CA	PE-BBA-MI-101	IT Literacy	2	0	0	2
4	CA	PE-BBA-IDC-101	Basic Graphic Design	3	0	0	3
5	HU	BBA-AEC-101	English and Business Communication	1	1	0	2
6	HU	BBA-SEC-101	Life Skills and Personality Development	1	0	0	1
7	CVA	BBA-CVAC-101	Yoga/Health and Wellness	1	0	0	1
<i>Total Theory</i>				14	3	0	17
Practical/ Sessional/ Audit Course							
1	CA	PE-BBA-MI-191	IT Literacy Lab	0	0	4	2
2	CA	PE-BBA-IDC-191	Basic Graphic Design Lab	0	0	2	1
3	HU	BBA-AEC-191	English and Business Communication Lab	0	0	2	1
4	HU	BBA-SEC-191	Life Skills and Personality Development Lab	0	0	2	1
5	CVA	BBA-CVAC-191	Yoga/Health and Wellness Lab	0	0	2	1
<i>Total Practical/ Sessional/ Audit Course</i>				0	0	12	6
Total of First Semester				14	3	12	23

Second Semester (First Year)

Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	BS	BBA-MJ-201	Environmental and Sustainable Development	3	1	0	4
2	MS	BBA-MJ-202	Managerial Economics	3	1	0	4
3	CA	PE-BBA-MI-202	Computer Fundamentals	2	0	0	2
4	MS	BBA-IDC-202	Accounting	3	1	0	4
5	AEC	OE-BBA-AEC-202B	Modern Language and Literature (Bengali)	1	1	0	2
		OE-BBA-AEC-202H	Modern Language and Literature (Hindi)				
6	CVAC	BBA-CVAC-202	Mental Health	1	0	0	1
<i>Total Theory</i>				13	4	0	17
Practical/ Sessional/ Audit Course							
1	CA	PE-BBA-MI-292	Computer Fundamentals Lab	0	0	4	2
2	CA	BBA-SEC-292	MS- Excel Basic Lab	0	0	4	2
3	CVAC	BBA-CVAC-292	Mental Health Lab	0	0	2	1
4	CVAC	BBA-CVAC-281	NSS/NCC	0	0	2	1*
<i>Total Practical/ Sessional/ Audit Course</i>				0	0	12	6
Total of Second Semester				13	4	12	23

Third Semester (Second Year)

Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							

1	MS	BBA-MJ-301	Organizational Behaviour	3	1	0	4
2	MS	BBA-MJ-302	Financial Management	3	1	0	4
3	MS	BBA-MI-303	Management Information System	3	1	0	4
4	MS	BBA-IDC-303	Values and Ethics	3	0	0	3
5	HU	BBA-AEC-303	Indian Constitution	2	0	0	2
6	ES	PE-BBA-SEC-303	Programming fundamentals with C	2	0	0	2
7	MS	BBA-CVAC-304	Financial Modelling & Forecasting	1	0	0	1
<i>Total Theory</i>				17	3	0	20
Practical/ Sessional/ Audit Course							
1	ES	PE-BBA-SEC-393	Programming fundamentals with C Lab	0	0	2	1
2	MS	BBA-CVAC-394	Financial Modelling & Forecasting Lab	0	0	4	2
<i>Total Practical/ Sessional/ Audit Course</i>				0	0	6	3
Total of Third Semester				17	3	6	23

Fourth Semester (Second Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-401	Marketing Management	3	1	0	4
2	MS	BBA-MJ-402	Human Resource Management	3	1	0	4
3	MS	BBA-MJ-403	Operations Management	3	1	0	4
4	MS	BBA-MI-404	Business Research Method-I	2	1	0	3
5	MS	BBA-MI-405	Business Law	2	0	0	2
6	MS	BBA-AEC-401	Society Culture and Human Behaviour	2	0	0	2
<i>Total Theory</i>				15	4	0	19
Practical/ Sessional/ Audit Course							
1	MS	BBA-MI-494	Business Research Method-I Lab	0	0	2	1
2	CVAC	BBA-CVAC-481	NSS/NCC	0	0	2	1*

<i>Total Practical/ Sessional/ Audit Course</i>	0	0	4	2
Total of Fourth Semester	15	4	4	21

Fifth Semester (Third Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-501	Entrepreneurship and Skill Development	2	0	0	2
2	MS	BBA-MJ-MM-502	Sales and Distribution Management/	3	1	0	4
		BBA-MJ-FM-502	Financial Markets and Institutions and Financial Services /				
		BBA-MJ-HR-502	Industrial Relations				
3	MS	BBA-MJ-MM-503	Consumer Behaviour /	3	1	0	4
		BBA-MJ-FM-503	Elements of Taxation /				
		BBA-MJ-HR-503	Human Resource Development				
4	CA	PE-BBA-MI-501	Data Analysis using Statistical Package	2	0	0	2
5	CA	PE-BBA-MI-502	Programming with Python	2	0	0	2
<i>Total Theory</i>				12	2	0	14
Practical/ Sessional/ Audit Course							
1	MS	BBA-MJ-581	Entrepreneurship and Skill Development Project	0	0	4	2
2	CA	PE-BBA-MI-591	Data Analysis using Statistical Package Lab	0	0	4	2
3	CA	PE-BBA-MI-592	Programming with Python Lab	0	0	4	2
4	MS	BBA-CAVC-594	Leadership Skills Lab	0	0	2	1

<i>Total Practical/ Sessional/ Audit Course</i>				0	0	14	7
Total of Fifth Semester				12	2	14	21
Sixth Semester (Third Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-601	Project Management	3	1	0	4
2	MS	BBA-MJ-602	Business Research Method - II	2	1	0	3
3	CA	BBA-MI-601	Fundamentals of IOT	2	1	0	3
4	CA	BBA-MI-602	GenAI in Business	2	1	0	3
<i>Total Theory</i>				9	4	0	13
Practical/ Sessional/ Audit Course							
1	MS	BBA-MJ-692	Business Research Method - II Lab	0	0	2	1
2	MS	BBA- 681	Capstone Project (Field Work)	0	2	0	2
3	CA	BBA-MI-691	Fundamentals of IOT Lab	0	0	2	1
4	CA	BBA-MI-692	GenAI in Business Lab	0	0	2	1
5	MS	BBA- 691	Capstone Project Lab	0	0	4	2
	HM	BBA-CVAC-681	NSS/NCC			2	1*
<i>Total Practical/ Sessional/ Audit Course</i>				0	2	12	8
Total of Sixth Semester				9	6	12	21

Seventh Semester (Fourth Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-MM- 701 BBA-MJ-FM-701 BBA-MJ-HR-701	Service Marketing/ Management Accounting/	3	1	0	4

			Recruitment and Selection				
2	CA	BBA-MJ-702	Business Intelligence	2	2	0	4
3	CA	PE-BBA-MI-701	Programming with R	2	0	0	2
4	CA	PE-BBA-MI-702	DBMS with SQL	2	0	0	2
<i>Total Theory</i>				9	3	0	12
Practical/ Sessional/ Audit Course							
1	CA	PE-BBA-MI-791	Programming with R Lab	0	0	4	2
2	CA	PE-BBA-MI-792	DBMS with SQL Lab	0	0	4	2
3	MS	BBA-791	Summer Internship	-	--	8	4
<i>Total Practical/ Sessional/ Audit Course</i>				0	0	16	8
Total of Seventh Semester				9	3	16	20

Eighth Semester (Fourth Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-MM-801 BBA-MJ-FM-801 BBA-MJ-HR-801	Customer Relationship Management / Security Analysis and Portfolio Management/ Compensation Management	4	0	0	4
2	MS	BBA-MJ-MM-802 BBA-MJ-FM-802 BBA-MJ-HR-802	Marketing analytics/ Financial analytics/ Human Resource Analytics	4	0	0	4
<i>Total Theory</i>				8	0	0	8
Practical/ Sessional/ Audit Course							
1	CVAC	BBA-RH-891	Research Project (Only for BBA Honours with research)	0	0	24	12



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<i>Total Practical/ Sessional/ Audit Course</i>	0	0	24	12
Total of Eighth Semester	8	0	24	20

Finance Specialization

Semester	Paper Name	Paper Code	Credit
5 th SEM	Financial Markets and Institutions and Financial Services	BBA-MJ-FM-502	4
	Elements of Taxation	BBA-MJ-FM-503	4
7 th SEM	Management Accounting	BBA-MJ-FM-701	4
8 th SEM	Security Analysis and Portfolio Management	BBA-MJ-FM-801	4
	Financial analytics	BBA-MJ-FM-802	4

Marketing Specialization

Semester	Paper Name	Paper Code	Credit
5 th SEM	Sales and Distribution Management	BBA-MJ-MM-502	4
	Consumer Behaviour	BBA-MJ-MM-503	4
7 th SEM	Service Marketing	BBA-MJ-MM- 701	4
8 th SEM	Customer Relationship Management	BBA-MJ-MM-801	4
	Marketing analytics	BBA-MJ-MM-802	4



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Human Resource Management Specialization

Semester	Paper Name	Paper Code	Credit
5 th SEM	Industrial Relations	BBA-MJ-HR-502	4
	Human Resource Development	BBA-MJ-HR-503	4
7 th SEM	Recruitment and Selection	BBA-MJ-HR-701	4
8 th SEM	Compensation Management	BBA-MJ-HR-801	4
	Human Resource Analytics	BBA-MJ-HR-802	4