



# 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  
 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

## CURRICULUM

### Core Courses (Four/Semester)

Semester I							
Sl No.	Category	Course Code	Course Name	Conduct Hours			Credits
				L	T	P	
<b>Theory</b>							
1	Core	MBA 101	Managerial Economics	4	0	0	4
2	Core	MBA 102	Financial Reporting, Statement & Analysis	4	0	0	4
3	Core	MBA 103	Management Theory & OB	4	0	0	4
4	Core	MBA 104	Business Environment Ethics & Law	4	0	0	4
5	Core	MBA 105	Business Statistics & Quantitative Techniques	4	0	0	4
6	Core	MBA 106	Corporate Communications	2	0	0	2
<i>Total Theory</i>				<b>22</b>	<b>0</b>	<b>0</b>	<b>22</b>
<b>Practical/ Training</b>							
1	Practical	MBA 191	Advanced Excel, SPSS & R Lab	0	0	4	2
<i>Total Practical/ Training</i>				<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
<b>Total Credit of Semester I</b>				<b>22</b>	<b>0</b>	<b>4</b>	<b>24</b>

Semester II							
Sl No.	Category	Course Code	Course Name	Conduct Hours			Credits
				L	T	P	
<b>Theory</b>							
1	Core	MBA 201	Marketing Management	4	0	0	4
2	Core	MBA 202	Operations & Supply Chain Management	4	0	0	4
3	Core	MBA 203	Human Resource Management	4	0	0	4
4	Core	MBA 204	Business Research Methods	2	0	0	2
5	Core	MBA 205	Financial and Cost Management	4	0	0	4
6	Core	MBA 206	Business Analytics & Information System	3	0	0	3
7	Core	MBA 207	Operations Research	4	0	0	4
<i>Total Theory</i>				<b>25</b>	<b>0</b>	<b>0</b>	<b>25</b>
<b>Practical/ Training</b>							
1	Practical	MBA 291	Personality Development Lab	0	0	4	2
2	Practical	MBA 292	BRM Project (Lab)	0	0	4	2
3	Practical	MBA 296	Business Analytics and Information Systems( Introduction to Python Lab)	0	0	2	1
<i>Total Practical/ Training</i>				<b>0</b>	<b>0</b>	<b>10</b>	<b>5</b>
<b>Total Credit of Semester II</b>				<b>25</b>	<b>0</b>	<b>10</b>	<b>30</b>

*Curriculum for Postgraduate Degree (MBA) (w.e.f. AY: 2025-26)*



# 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  
 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

Summer Intensive =6 Credits

Semester III							
Sl No.	Category	Course Code	Course Name	Conduct Hours			Credits
				L	T	P	
<b>Theory</b>							
1	Core	MBA 301	Strategic Management	2	0	0	2
2	Elective (Major)	MBA -BA/HR/MM/FM-302	Major -1	3/4	0	0	3/4
3	Elective (Major)	MBA - MM /HR/ BA /FM-303	Major -2	4	0	0	4
4	Elective (Major)	MBA -BA/HR/MM/FM-304	Major -3	3/4	0	0	3/4
5	Elective (Major)	MBA -BA/HR/MM/FM-305	Major -4	3/4	0	0	3/4
6	Elective (Minor)	MBA-MM/FM/HR/HA/PM 302/BA 304	Minor-1	3/4	0	0	3/4
7	Elective (Minor)	MBA-MM/FM/HR/HA/PM 303/BA 305	Minor-2	3/4	0	0	3/4
<i>Total Theory</i>				<b>23/26</b>	<b>0</b>	<b>0</b>	<b>23/26</b>
<b>Practical/ Training</b>							
1	Project	MBA 381	Summer Internship	0	0	0	6
2	Practical	MBA-BA392	Artificial Intelligence and machine Learning Lab	0	0	2	1
3	Practical	MBA-BA394	IOT and Cloud Computing Lab	0	0	2	1
4	Practical	MBA-BA395	Database Management System Lab	0	0	2	1
<i>Total Practical/ Training</i>				<b>0</b>	<b>0</b>	<b>6</b>	<b>9</b>
<b>Total Credit of Semester III</b>				<b>23/26</b>	<b>0</b>	<b>6</b>	<b>32</b>

Semester IV							
Sl No.	Category	Course Code	Course Name	Conduct Hours			Credits
				L	T	P	
<b>Theory</b>							
1	Core	MBA 401	Entrepreneurship Development	4	0	0	4
2	Elective (Major)	MBA -BA/HR/MM/FM-402	Major -1	3/4	0	0	3/4
3	Elective (Major)	MBA -MM/HR/BA/FM-403	Major -2	4	0	0	4
4	Elective (Major)	MBA -BA/HR/MM/FM-404	Major -3	3/4	0	0	3/4
5	Elective (Major)	MBA -HR/FM/BA/MM-405	Major -4	3/4	0	0	3/4



# 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  
 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

6	Elective (Minor)	MBA-MM/HR/BA/HA/PM402, FM-403	Minor-1	3/4	0	0	3/4
7	Elective (Minor)	MBA-MM/BA/HR 404/FM 405/HA/PM-403	Minor-2	3/4	0	0	3/4
<i>Total Theory</i>				<b>25/28</b>	<b>0</b>	<b>0</b>	<b>25/28</b>
<b>Practical/ Training</b>							
1	Viva	MBA 481	Grand Viva	0	0	0	<b>2</b>
2	Practical	MBA-BA 492	Data Analytics using Big Data Lab	0	0	2	1
3	Practical	MBA-BA 494	Data Visualization using Business Intelligence Tools Lab	0	0	2	1
4	Practical	MBA-FM495/MBA-HR495	Financial Modelling with Excel Lab/HR Analytics Lab	0	0	2	1
<i>Total Practical/ Training</i>				<b>0</b>	<b>0</b>	<b>6</b>	<b>5</b>
<b>Total Credit of Semester IV</b>				<b>25/28</b>	<b>0</b>	<b>6</b>	<b>30</b>

## FIRST SEMESTER

SL NO	COURSE CODE	COURSE NAME
1	MBA 101	Managerial Economics
2	MBA 102	Financial Reporting, Statement & Analysis
3	MBA 103	Management Theory & OB
4	MBA 104	Business Environment Ethics & Law
5	MBA 105	Business Statistics & Quantitative Techniques
6	MBA 106	Corporate Communications
7	MBA 191	Advanced Excel, SPSS & R Lab

## SECOND SEMESTER

SL NO	COURSE CODE	COURSE NAME
1	MBA 201	Marketing Management
2	MBA 202	Operations & Supply Chain Management
3	MBA 203	Human Resource Management
4	MBA 204	Business Research Methods
5	MBA 205	Financial and Cost Management
6	MBA 206	Business Analytics & Information System
7	MBA 207	Operations Research
8	MBA 291	Personality Development Lab
9	MBA 292	BRM Project



# 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  
 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

**\*\*The Major Functional areas will be same as chosen in the 3<sup>rd</sup>-Semester.**

## Elective Papers for Third Semester

### Functional Specialization (3rdSemester) - MAJOR

MARKETING		BUSINESS ANALYTICS	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-MM 302	INTEGRATED MARKETING COMMUNICATION	MBA-BA 302	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING
MBA-MM 303	SALES & DISTRIBUTION MANAGEMENT	MBA-BA 392	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING LAB
MBA-MM 304	RETAIL MANAGEMENT	MBA-BA 303	INTRODUCTION TO DATASCIENCE
MBA-MM 305	MARKETING RESEARCH	MBA-BA 304	IOT AND CLOUD COMPUTING
		MBA-BA 394	IOT AND CLOUD COMPUTING LAB
		MBA-BA305	DATABASE MANAGEMENT SYSTEM
		MBA-BA395	DATABASE MANAGEMENT LAB

FINANCE		HUMAN RESOURCE MANAGEMENT	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM 302	CORPORATE FINANCE	MBA-HR 302	HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION
MBA-FM 303	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	MBA-HR 303	INDUSTRIAL RELATIONS AND LABOUR LAWS
MBA-FM 304	TAXATION	MBA-HR 304	LEARNING AND DEVELOPMENT
MBA-FM 305	MERGERS AND ACQUISITIONS	MBA-HR 305	PERFORMANCE & COMPENSATION MANAGEMENT



# 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  
 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

**\*\*The Minor Functional areas will be same as chosen in the 3<sup>rd</sup> Semester.**

## Elective Papers for Third Semester

### Functional Specialization (3rdSemester) - MINOR

MARKETING		BUSINESS ANALYTICS	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-MM 302	INTEGRATED MARKETING COMMUNICATION	MBA-BA 304	IOT AND CLOUD COMPUTING
		MBA-BA 394	IOT AND CLOUD COMPUTING LAB
MBA-MM 303	SALES AND DISTRIBUTION MANAGEMENT	MBA-BA 305	DATABASE MANAGEMENT SYSTEM
		MBA-BA395	DATABASE MANAGEMENT LAB

FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM 302	CORPORATE FINANCE	MBA-HR 302	HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION
MBA-FM 303	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	MBA-HR 304	LEARNING AND DEVELOPMENT

HOSPITAL ADMINISTRATION		PHARMACEUTICAL MANAGEMENT	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-HA 302	BASICS OF HOSPITAL MANAGEMENT	MBA-PM 302	INTRODUCTION TO PHARMACEUTICALS MANAGEMENT
MBA-HA 303	LEGAL ASPECTS OF HEALTH CARE MANAGEMENT	MBA-PM 303	MARKETING OF PHARMACEUTICAL PRODUCTS AND BRAND MANAGEMENT



# 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  
 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

## Elective Papers for Fourth Semester

**\*\*The Major Functional areas will be same as chosen in the 4<sup>th</sup> Semester.**

### Functional Specialization (4<sup>th</sup> Semester)-MAJOR

MARKETING		BUSINESS ANALYTICS	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-MM 402	SERVICE MARKETING AND CRM	MBA-BA 402	DATA ANALYTICS USING BIG DATA
		MBA-BA 492	DATA ANALYTICS USING BIG DATA LAB
MBA-MM 403	RURAL AND AGRI MARKETING	MBA-BA 403	MULTIVARIATE DATA ANALYSIS
MBA-MM 404	DIGITAL MARKETING AND E-BUSINESS	MBA-BA 404	DATA VISUALISATION USING BI TOOLS
		MBA-BA 494	DATA VISUALIZATION USING BUSINESS INTELLIGENCE TOOLS LAB
MBA-MM 405	CONSUMER BEHAVIOUR	MBA-BA 405	BUSINESS FORECASTING USING TIME SERIES ANALYSIS

FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM 402	FINANCIAL DERIVATIVES AND RISK MANAGEMENT	MBA-HR 402	STRATEGIC HRM
MBA-FM 403	MANAGING FINANCIAL INSTITUTIONS, MARKET AND BANKING SERVICES	MBA-HR 403	HUMAN RESOURCE ACCOUNTING AND AUDIT
MBA-FM 404	INTERNATIONAL FINANCE	MBA-HR 404	ORGANISATIONAL CHANGE AND DEVELOPMENT
MBA-FM 405	FINANCIAL MODELLING WITH EXCEL	MBA-HR 405	HR ANALYTICS
MBA-FM 495	FINANCIAL MODELLING WITH EXCEL LAB	MBA-HR 495	HR ANALYTICS LAB



# 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  
 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

## Elective Papers for Fourth Semester

**\*\*The Minor Functional areas will be same as chosen in the 4th Semester.**

### Functional Specialization (4<sup>th</sup> Semester) - MINOR

MARKETING		BUSINESS ANALYTICS	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-MM 402	SERVICE MARKETING AND CRM	MBA-BA 402	DATA ANALYTICS USING BIG DATA
		MBA-BA 492	DATA ANALYTICS USING BIG DATA LAB
MBA-MM 404	DIGITAL MARKETING E-BUSINESS	MBA-BA 404	DATA VISUALISATION USING BI TOOLS
		MBA-BA 494	DATA VISUALIZATION USING BUSINESS INTELLIGENCE TOOLS LAB

FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-FM 403	MANAGING FINANCIAL INSTITUTIONS, MARKET AND BANKING SERVICES	MBA-HR 402	STRATEGIC HRM
MBA-FM 405	FINANCIAL MODELLING WITH EXCEL	MBA-HR 404	ORGANISATIONAL CHANGE AND DEVELOPMENT

HOSPITAL ADMINISTRATION		PHARMACEUTICAL MANAGEMENT	
CODE	COURSE NAME	CODE	COURSE NAME
MBA-HA 402	QUALITY ASSURANCE IN HOSPITAL SECTOR	MBA-PM 402	PHARMACEUTICAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT
MBA-HA 403	PATIENT CARE AND MEDICAL RECORD MANAGEMENT	MBA-PM 403	ETHICAL, REGULATORY AND QUALITY ISSUES IN PHARMACEUTICAL INDUSTRY