



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

### 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 is 106 credits (one credit equals 10 hours) and Internship / Project (Sessional)/Grand Viva is 10 credits i.e., Total=106+10=116 credits.
- Specialization: Students can opt for any two functional specializations (One Major Area and one Minor Area) from Marketing, Finance, HRM, and Business Analytics, Hospital Administration (Minor Only) and Pharmaceutical Management (Minor Only)
- Marks per paper:100 (70-End Term Examination, 30-Internal)

##### **Course Structure**

###### ▪ **Regular Course**

Semester	Paper	Credit(1=4credit)	Contact Hrs. (1=10 hrs.)
I(6C*+1 Practical)	7	24	240
II (7C*+3 Practical)	10	30	300
Internship/Project#	1	6	0
Grand Viva	1	2	0
III(1C*+6E**)	7	26	260
IV(1C*+6E**)	7	28	280
<b>Course Total</b>	<b>33</b>	<b>116</b>	<b>1060</b>

(#Project: Project Paper + Presentation + Viva)(C\*: CORE PAPERS/E\*\*: ELECTIVE PAPERS)

➤ **Total Credits:** 116

##### **Session**

- July-December(Odd Semesters/1<sup>st</sup> & 3<sup>rd</sup>)
- January-June(Even semesters/2<sup>nd</sup> & 4<sup>th</sup>)



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- Internship/Project Work: After 2<sup>nd</sup> Sem Examination, June & July (8Weeks)

## Examination System (Semester-Wise)

- Total Marks= 100(70–End Term Examination, 30–Internal)
- Internal:Weightage:30(Class Test, Presentation &Viva)
- Paper wise Class Test=2Tests+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(1<sup>st</sup> & 3<sup>rd</sup>)Examination :January
- Even Semester(2<sup>nd</sup> & 4<sup>th</sup>) Examination :June
- BRM ProjectMarks/Sessional(100):ProjectReport(50),Presentation(30),Viva(20)
- Pass marks: 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, and 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 2025–26.
- ❖ 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							
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)*



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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



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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



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**\*\*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



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**\*\*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



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## 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



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## 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