



**DR. B.C. ROY
SOCIETY**

ENGINEERING

An Autonomous Institute Approved by AICTE and affiliated to MAKAUT, West Bengal

CURRICULUM STRUCTURE AND SYLLABUS

**MASTERS OF BUSINESS ADMINISTRATION
(2024-2026)**

FACULTY OF MANAGEMENT STUDIES

The BoS of the Faculty of Management Studies (FMS) in its first meeting held in FMS on 25th and 28th October, 2024 & second BoS meeting held in 26th March, 2025 has unanimously accepted and approved the two-year full time MBA course structure of FMS.

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Dr. B. C. Roy Engineering College (An Autonomous Institute)

MASTERS OF BUSINESS ADMINISTRATION (MBA)

Program Curriculum and Syllabus for the Batch starting from the Academic Year 2024-2025

Objective

The objective of a Postgraduate Management MBA program is to develop competent, ethical, and innovative leaders with comprehensive business knowledge, strong analytical and communication skills, and a global perspective, equipped to excel in diverse managerial roles and adapt to the evolving business environment.

Programme Curriculum

- Two – Year full-time MBA program (Four – Semester).
- Minimum number of class room contact teaching for MBA program will be of 116 credits (one credit equals 10 hours), 1 Community Immersion Program, 1 Industry Immersion Program of 02 credits each; 1 Summer Internship Project and 1 Capstone project of 04 credits each i.e., Total 116 + 12 = 128 credits.
- Specialization: Students can opt for any two functional specializations (One Major Area and one Minor Area) from Marketing, Finance, HRM, Business Analytics and Systems Management.
- Each Paper = 4 credits (40 contact hours)
- Total Credit Distribution: Core Courses: 68 Credits, General Electives – 8 credits, Functional Electives: 40 Credits, Experiential: 12 Credits**
- Marks per paper: 100 (60 – Summative assessment (End Sem) + 40 – Formative Assessment (CIA 1 & CIA 2))

Curriculum Structure

Semester	Paper	Credit	Contact Hrs. (1Credit= 10hrs.)
I (7C*+ 1 GE**)	8	32	320
I (Community Immersion Program)	1	2	20
II (7C*+ 1 GE**)	8	32	320
II (Industry Immersion Program)	1	2	20
III {2 C*+5 E*** (3Major + 2Minor)}	7	28	280
Summer Internship/Project #	1	4	40
IV { 1C* + 5 E** (3Major +2 Minor)}	6	24	240
Capstone Project	1	4	40
Course Total	33	128	1280

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

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Value Added Courses (Non-credit, Paper Name & Grade/Marks to be mentioned in the Mark sheet)

- Total: 4(1/Semester)
- Min Contact Hours: 30 / Paper
- Courses: 1st year - **2** (Value added Courses provided by the Institute)
2nd Year - **2** (Online from MOOCS/ Swayam /NPTEL/Udemy/Edex)

Session

- July – December (Odd Semesters / 1st& 3rd)
- January – June (Even semesters / 2nd& 4th)
- Class / Day: 8 hrs / Day (5 days week)
- Summer Internship Project: after 2ndSem Examination (6 - 8 Weeks)
- Capstone Project: In 4th Sem

Teaching Methodology

Lecture, Discussion, Flipped Classes, Role Play, Presentation, Case Studies, Group Task, Assignments, Projects, Special Lectures by industry professionals, Management Games, Simulation etc.

Community Immersion Program:

The Community Immersion Program involves students engaging directly with local communities to understand their culture, challenges, and needs. It fosters empathy, practical problem-solving, and collaboration. Through hands-on activities and interactions, participants gain real-world insights that help bridge gaps between theory and practice, enriching both their personal growth and community development.

Industry Immersion Program:

The Industry Immersion Program offers students practical experience by integrating academic learning with real-world industry exposure. Students work alongside professionals, gaining insights into organizational processes, industry-specific skills, and networking opportunities. This hands-on approach bridges the gap between theory and practice, preparing students for successful careers in their chosen fields.

Summer Internship Project

Six to Eight Weeks Internship Project in industry during the summers after the Second semester exams. Students will be required to submit a Project Report on any area of Elective courses (**Finance, Marketing, HRM, Business Analytics Systems & operations Management**) under the Faculty guidance. The Project will be evaluated on Project Report, Presentation and Viva.

Capstone Project

A capstone project is a comprehensive learning experience that is mandatory for students in their final semester of the MBA curriculum. It is a multifaceted and interdisciplinary project that requires students to apply the knowledge and skills acquired throughout the curriculum to solve real-world problems or issues. It could be in any of the forms including research papers, case studies, creative works, internships, and field placement projects. The same will be evaluated on the basis of a Presentation and Viva voce.

Curriculum

First Semester: 8 Compulsory Courses

Code	Course Name	No. of Credits	WEEKLY CONTACT				Contact Hours	
			L	P	T	Ex		
MB 101	Managerial Economics	4	4				40	100
MB 102	Organisational Behaviour	4	4				40	100
MB 103	Legal Aspects of Business	4	4				40	100
MB 104	Quantitative Techniques I	4	4				40	100
MB 105	Fundamental Principles of Business Management	4	4				40	100
MB 106	Accounting for Managers	4	4				40	100
MB 107	Production and Operations Management	4	4				40	100
GE 101	GE Basket 1	4	4				40	100
MB 181	Community Immersion Program	2				2	20	100
	Total	34					340	900

- **VA 101 – Soft Skills I**

L= lecture, P=practical, T=Tutorial, Ex = Experiential

GE Basket I	
Code	Paper Name
GE 101 A	Artificial Intelligence in Business
GE 101 B	Stress Management

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Second Semester: 8 Compulsory Courses

Code	Course Name	No. of Credits	WEEKLY CONTACT				Contact Hours	Marks
			L	P	T	Ex		
MB 201	Indian Economy And Policy	4	4				40	100
MB 202	Ethics, Sustainability and Governance	4	4				40	100
MB 203	Quantitative Techniques II	4	4				40	100
MB 204	Financial Management	4	4				40	100
MB 205	Marketing Management	4	4				40	100
MB 206	Human Resource Management	4	4				40	100
MB 207	Management Information System	4	4				40	100
GE 201	GE Basket II	4	2	4			40	100
MB 281	Industry Immersion Program	2				2	20	100
Total		34					340	900

- **VA 201 – Soft Skills II**

L= lecture, P=practical, T=Tutorial, Ex = Experiential

GE Basket II	
Code	Paper Name
GE 201 A	Business Research Methods
GE 201 B	Wealth Management

Third Semester: 2 Compulsory, 5 Specialization Elective Courses and Summer Internship Project

Code	Course Name	No. of Credits	Type of Contact				Contact Hours	Marks
			L	P	T	Ex		
MB 301	Corporate Strategy	4	4				40	100
MB 302	Data Analytics for Managers	4	2	4			40	100
MB 381	Summer Internship Project	4				4	40	100
Electives	Five courses – Three (3) from Major specialization and two (2) from Minor specialization	20					200	500
Total		32					320	800

L= lecture, P=practical, T=Tutorial, Ex = Experiential

Specialization Electives in Sem III:

MARKETING		FINANCE	
MM 301	Sales and Distribution Management	FM 301	Security Analysis and Investment Management
MM 302	Digital and Social Media Marketing	FM 302	Taxation
MM 303	Marketing Research and Analytics	FM 303	Financial Analytics and Modelling
MM 304	Marketing Communications	FM 304	Indian Financial System
MM 305	Global Marketing Management	FM 305	Banking and Insurance Management
HUMAN RESOURCE		SYSTEMS & OPERATIONS	
HR 301	Talent Acquisition & Management	SM 301	Advanced Excel for Business
HR 302	Compensation & Benefits Management	SM 302	Systems Analysis and Design
HR 303	Labour Laws	SM 303	E-commerce -Technology and Applications
HR 304	Performance Management	SM 304	Production Planning and Control
HR 305	Team Dynamics at Work	SM 305	Statistical Methods in Data Analysis
BUSINESS ANALYTICS			
BA 301	Statistics for Business Analytics		
BA 302	Data Mining		
BA 303	Data Science for Business -I		
BA 304	Data Visualization & Storytelling		
BA 305	Big Data Technology		

Fourth Semester: 2 Compulsory, 5 Specialization Elective Courses and Capstone Project

Code	Course Name	No. of Credits	Type of Contact				Contact Hours	Marks
			L	P	T	Ex		
MB 401	Project Management & Entrepreneurship Development	4	4				40	100
MB 481	Capstone Project	4				4	40	100
Electives	Five courses – Three (3) from Major specialization and two (2) from Minor specialization	20	24				200	500
Total		28					280	700

L= lecture, P=practical, T=Tutorial, Ex = Experiential

Specialization Electives in Sem IV:

MARKETING		FINANCE	
MM 401	Consumer Behaviour	FM 401	Financial Derivatives & Risk Management
MM 402	B2B Marketing	FM 402	International Finance
MM 403	Services Marketing	FM 403	Mergers, Acquisitions & Corporate Restructuring
MM 404	Retail Marketing	FM 404	Working Capital Management
MM 405	Product & Brand Management	FM 405	Project Appraisal & Finance
HUMAN RESOURCE		SYSTEMS & OPERATIONS	
HR 401	Organizational Change & Development Management	SM 401	Business Intelligence And Big Data
HR 402	Human Resource Development	SM 402	Data Analytics Using Python
HR 403	Contemporary Issues in Human Resource Management	SM 403	Relational Database Management Systems
HR 404	Industrial Relations	SM 404	Logistics & Supply Chain Management
HR 405	Human Resource Information Systems and HR Analytics	SM 405	Advanced Mathematical Modelling for Managerial Decisions
BUSINESS ANALYTICS			
BA 401	Business Forecasting and Optimization		
BA 402	Data Science for Business-II		
BA 403	Macro-Programming for Business		
BA 404	Advanced AI in Business		
BA 405	Ethics & Data Privacy in Analytics		

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