

LEAD. INSPIRE. TRANSFORM.

**Developing the next wave
of business leaders**

MBA@MCKVIE

Marketing | Finance | HR | Business Analytics

MCKV INSTITUTE OF ENGINEERING



UGC Recognised
Autonomous Institute



NAAC Accredited
with Grade "A"



Approved by
AICTE



Affiliated to
MAKAUT, WB



NBA Accredited
Courses

 **+91 91470 70753**  **www.mckvie.edu.in**

Programme Features

Two Year Full Time MBA Degree Programme with Four Semesters.

AICTE Approved and MAKAUT Affiliated

Minimum number of class room contact teaching for MBA is 100 credits and Internship/Project is 06 credits i.e. Total $100 + 06 = 106$ credits.

Two Functional Specialisations (One Major & One Minor)

Seven Papers in every Semester

Marks in each Paper: 100 (70 for End Semester Examination & 30 for Internal Marking)

Session

- **July – December**
(Odd Semesters, i.e. 1st & 3rd)
- **January – June**
(Even semesters, i.e. 2nd & 4th)
- **Project Work/Internship:**
After completion of 2nd Sem Examination, during July & August (8 weeks duration)

Marketing

B2B Marketing
Digital & Social Media Marketing
IMC/ Promotion Strategy
Marketing Research
Retail Management
Service Marketing
Product & Brand Management
International Marketing

| Semester | Paper | Credit | Approx Contact Hrs. |
|---------------------|-----------|------------|---------------------|
| 1st (C) | 7 | 24 | 312 |
| 2nd (C) | 9 | 24 | 312 |
| Internship/Project | 1 | 6 | 60 |
| 3rd (1C + 6E) | 7 | 26 | 312 |
| 4th (1C + 6E + 1P) | 8 | 26 | 312 |
| Course Total | 32 | 106 | 1308 |

C = Compulsary E = Elective P = Project

**Rise to the
Challenges.
Transform
the Future.**





Key Concepts

Finance

Taxation
 Project Appraisal & Finance
 Behavioral Finance
 Corporate Finance
 Investment Analysis & Portfolio Management
 Managing Banks & Financial Institutions
 Mergers, Acquisition & Corporate Restructuring
 Financial Derivatives
 International Finance
 Financial Markets & Services

HR

Team Dynamics at Work
 HR Metrics and Analytics
 Cross Cultural Management
 Organizational Design
 Manpower Planning Recruitment
 Human Resource Audit
 Employee Relations & Labour Laws
 Compensation & Benefits Management
 Performance Management Systems
 Strategic HRM
 International HRM

Business Analytics

Data Mining
 Artificial Intelligence & Machine Learning
 Business Forecasting
 Data Science Using R
 Data Visualization for Managers
 Principles of Python Programming
 Big Data Analytics
 Database Management System
 Data Analytics Using Python
 HR Metrics and Analytics

FEW TOP RECRUITERS



Our Advisors



Prof. (Dr.) Pradip Kumar Ray
Advisor, VG SoM
Emeritus Professor
Dept. of I & SE, IIT Kharagpur
GB Member



Prof. (Dr.) Kumar Sankar Ray
Professor of Electronics and
Communication Sciences Unit,
Indian Statistical Institute,
Kolkata
BOS Member



Mr. Amitabh Mohan
Psychologist Edupreneur
Educational & HR Consultant
Managing Director, HLS India
Advisor (Student Development)



Prof. (Dr.) Arindam Banerjee
Professor of Marketing
Indian Institute of Management,
Ahmedabad
Special Invitee, Academic Council



Mr. Arnab Chakraborty
Senior Brand
Manager, Amazon
Advisor (Student Development)



Prof. (Dr.) Shantanu Chakraborty
Professor of Management
Studies, St.Xavier's University,
Kolkata
BOS Member



Mr. Rudranil Sarkar
Project Leader at Boston
Consulting Group
Advisor (Student
Development)



Mr. Ayon Chakraborty
Global Change & Incident
Manager at Scania
(Volkswagens Group)
Founder of SETU Sverige
Foundation,
Stockholm, Sweden
Advisor (Student Development)



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W : www.mckvie.edu.in

18km away from Netaji Subhas Chandra Bose International Airport, Kolkata. 5 km away from Howrah Railway Junction | Located on northern G.T. Road at Liluah | Walking distance from Liluah Railway Station