

MBA@MCKVIE

The Launchpad for
**Business Leaders
& Tech Innovators**



Marketing | Finance | HR | Business Analytics



MCKV INSTITUTE OF ENGINEERING



UGC Recognised
Autonomous Institute



NAAC Accredited
with Grade "A"



Approved by
AICTE



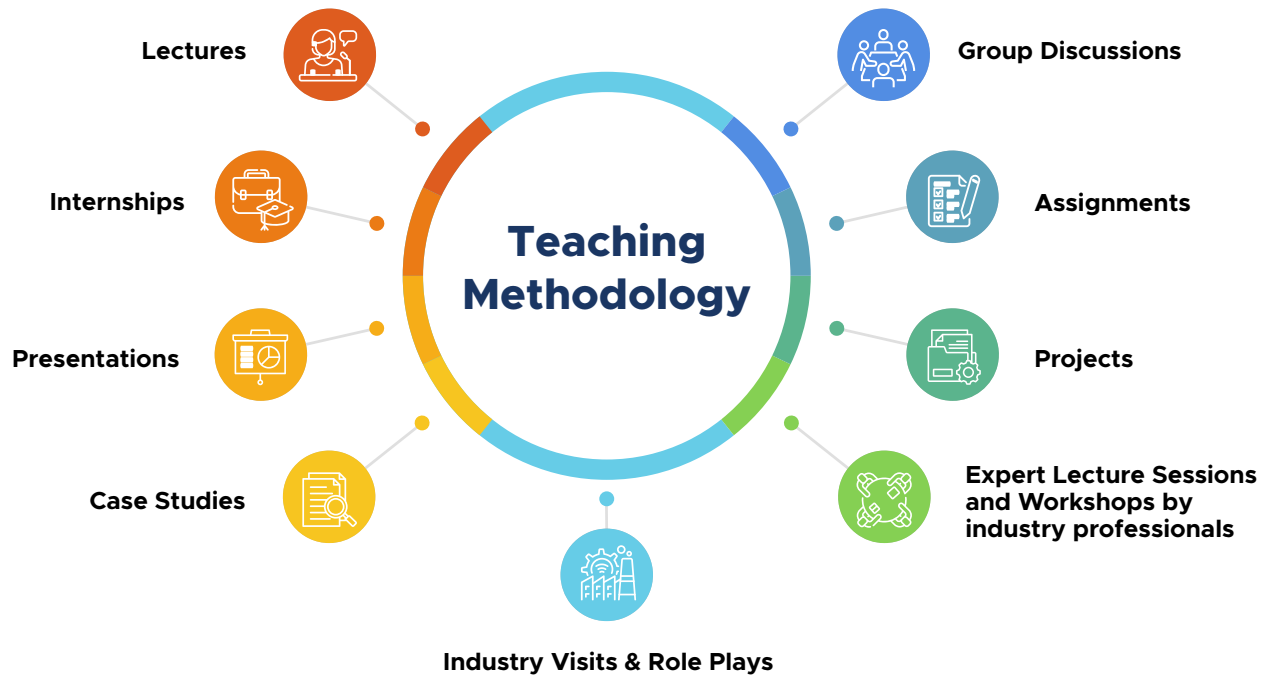
Affiliated to
MAKAUT, WB



NBA Accredited
Courses



Session



Specialisations

Marketing

- 01 Digital Marketing and E-Business
- 02 Marketing Research
- 03 Integrated Marketing Communication



HR

- 01 Strategic HRM
- 02 Performance Management and compensation
- 03 HR Analytics with Lab



Finance

- 01 Taxation and Corporate finance
- 02 Financial Modelling with EXCEL Lab
- 03 Mergers , Acquisitions and International Finance



Business Analytics

- 01 Data Visualization for Managers
- 02 Data Analytics using R and Python
- 03 Business Forecasting



Major Specialisations

Marketing, Finance, HR and Business Analytics

Minor Specialisations

Marketing, Finance, HR, Business Analytics, Hospital Administration and Pharmaceutical Management

Our Corporate Associates



Our Pride



Anindya Giri
System Engineer
Tata Consultancy Services
Batch 2022



Anirban Bandyopadhyay
Executive Sales Manager
Bajaj Allianz Life Insurance Company Limited
Batch 2024



Ankita Basak
Academic Writer (AI)
PaperPedia Private Limited
Batch 2022



Rajdeep Shit
Assurance Associate
EY
Batch 2025



Bhavna Kumari
Relationship Manager
ICICI Bank Limited
Batch 2023



Bibhuti Kumar Jha
Sales Trainee
Piramal Pharma
Batch 2025



Gaurav Kumar
Assistant Manager -Sales
Neo Metaliks Ltd.
Batch 2024



Suchandra Mukherjee
AUT - Deputy Delivery Hub Manager
Zepto
Batch 2026



Som Kumar Adak
Channel Management Executive
DTDC Express Limited
Batch 2024



Swarnendu Banerjee
Management Trainee
Shyam Metaliks and Energy Ltd.
Batch 2026



Subhashis Pal
Executive Trainee - Micro Banking
Ujjivan Small Finance Bank Limited
Batch 2024



Drimit Das
AUT - Deputy Delivery Hub Manager
Zepto
Batch 2026



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- » 243, G.T. Road (N), Liluah, Howrah – 711204