

Learn to Excel in **Strategic Careers**

WITH
**MBA IN
BUSINESS
ANALYTICS**



MCKV INSTITUTE OF ENGINEERING

NAAC Accredited Grade 'A' Autonomous Institute

Approved by AICTE; Affiliated to MAKAUT, WB

ABOUT MCKVIE

Since 1999, MCKV Institute of Engineering (MCKVIE) is one of the leading Engineering Colleges in West Bengal with a vision to equip contemporary aspiring professionals for strategic career opportunities by building the right competencies for the emerging industries. As a NAAC 'A Grade' Accredited Autonomous Institute, it equips students with innovatively designed curriculum, learning exposure and knowledge resources. The advanced teaching-learning practices adopted by the Institute shape students for future career opportunities.



As a progressive Institute, MCKVIE offers futuristic professional programmes aligned with the needs of the modern industries and organizations. MCKVIE provides a highly specialized **2 year full-time MBA in Business Analytics** to prepare future management leaders with the latest business intelligence tools and best practices of the industry.

ELIGIBILITY

- ▶ Candidates with a Bachelor's Degree in any discipline from a recognized institution
- ▶ Candidates must have a valid rank/score in MAT/JEMAT or any other national level qualifying examination

PROGRAMME BENEFITS

- Gain competitive advantage with 105 credit points
- Ace industry network to facilitate placements
- State-of-the-art campus facilities
- Cutting-edge learning resources and tools
- Online and offline teaching methodologies
- Management Research Exposure through BRM Projects
- Two month summer internship after first year
- Innovation & Entrepreneurship Development Cell
- Preparatory Bridge Course for the students from different disciplines
- Opportunity to choose two professional electives in the final semester
- Globally benchmarked curriculum designed by industry subject experts
- Inputs from IIM Ahmedabad, IIT Kharagpur, ISI Kolkata & NIT Durgapur

LEARN STRATEGIC CONCEPTS



Big Data Analytics



AI & Machine Learning



Prescriptive Analytics



Business Intelligence

CAREER PROSPECTS

- Data Analyst
- HR Analyst
- Business Strategy Analyst
- MIS Executive
- Marketing Analyst
- Business Analyst
- Data Mining & Statistical Analyst
- Data Science Executive
- Social Media Analyst
- Financial Analyst

TOP RECRUITERS



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243, G. T. Road (North), Liluah, Howrah, West Bengal - 711204