



Dr. B. C. ROY ENGINEERING COLLEGE, DURGAPUR

(Approved by AICTE & Affiliated to MAKAUT, WB)

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The Director, Dr. B. C. Roy College of Pharmacy & AHS, Durgapur,
The Principal, Dr. B. C. Roy College of Pharmacy & AHS, Durgapur,
The Principal, Academy of Professional Courses, Durgapur,
The Principal, Dr. B. C. Roy Polytechnic, Durgapur,
Registrar, BCREC/Registrar, BCRCP & AHS
Head of Engineering Departments (EE/ME/CE/ECE/AEIE/CSE/IT)
Professor and Head, Faculty of Management Studies,
Professor and Head, Department of Computer Applications,
Chief, Corporate Affairs/ Professor – In – Charge Basic Sciences and Humanities, BCREC.

BCR/PR/

19th December, 2019.

Sub: Memorandum of Understanding between BCREC [Society] and Cambridge Marketing College, Cambridge, United Kingdom.

After prolonged deliberations, a Memorandum of Understanding had been concluded between BCREC [Society] and Cambridge Marketing College, Cambridge, United Kingdom on the 13th December, 2019.

The objective of this MOU is to provide students of the Society governed Colleges and Institutions an exposure to contemporaneous and emerging areas of Management and Marketing Technologies so that the Students benefit from such studies that shall be organized at the domestic and international level.

The domestic programmes shall normally be of two to three days duration and shall be organized four times an academic year at Durgapur, while the international programme at Cambridge , UK shall be organized bi – annually. Typical programmes include :

- a) Digital Marketing:
 - a. Digital Marketing as a whole
 - b. Strategy and Campaigns
 - c. Search Engine Optimisation techniques
 - d. Social Media Optimisation techniques
 - e. Data Security Management
 - f. Data Analytics
 - g. Big Data
 - h. Internet of Things (IOT)
 - i. Cloud Computing
 - j. Google Cloud
- b) Consumer Electronics Marketing (Conventional FMCG/Consumer durables marketing)
- c) Organizational Behaviour Study
- d) Leadership Skills
- e) Innovation Management
- f) Strategy and Entrepreneurship Management
- g) Change Management and Organization affects
- h) Improving Communication and Listening Skills.

We shall request you to kindly give the matter wide publicity so that the student community may derive maximum exposure and benefit from the programmes.

(Prof. Dr. Pijush Pal Roy)

Director, Dr. B.C.Roy Engineering College, Durgapur.

Cc: General Secretary, BCREC

Cc; Sr. Manager (Admin), Management House – please disseminate the information amongst students for awareness.

Cc; All Notice Boards, BCREC/ Hostel Notice Boards.