



**Name: Goutam Dutta**  
**Designation: Assistant Professor**  
**D.O.B: 12-02-1986**  
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### ***Biographical Sketch***

- M.B.A in MARKETING(Major) & SYSTEMS(Minor)
- B.TECH in IT

### ***Areas of Specialization***

- Branding
- Consumer Behavior
- Marketing
- Retail Marketing
- Rural Marketing
- Advertising
- Promotion
- C Programming Language
- ASP.NET
- JAVA
- PHP
- SQL
- Web Design

### ***Teaching Experiences***

- Currently engaged as an ASSISTANT PROFESSOR at ST. XAVIER'S COLLEGE, BURDWAN(Affiliated to THE UNIVERSITY OF BURDWAN) since November,2023.
- Engaged as a Part Time Lecturer at MODERN INSTITUTE OF ENGINEERING & TECHNOLOGY, Bandel (Affiliated to MAKAUT) from Feb. 2017 to April 2018.

### ***Faculty Development Programme***

Completed the NEP 2020 Orientation & Sensitization Programme-13 under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) organized by The University of Burdwan from 12th September 2024 to 24th September 2024 and obtained Grade A.