



# MASTER OF BUSINESS ADMINISTRATION (MBA)

University of Calcutta

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## About the Institute

IISWBM was constituted on 25<sup>th</sup> April 1953 by a resolution passed by the Senate of the University of Calcutta. This was the culmination of the joint initiative taken by the University of Calcutta, Government of West Bengal, Government of India and the captains of industry in India to set up for the first time a management education institute in India, a concept alien to many in the educational fraternity at that time. The Institute has successfully crossed its Diamond Jubilee Year, signifying over 60

years of an eventful journey in management education in India. IISWBM, the first management institute of India was thus established by Dr. B. C. Roy, the then Chief Minister of West Bengal as its Founder-President and Prof. D. K. Sanyal as the first Director. Government of India, Department of Posts in recognition of 50 years of glorious existence of the first B-school in the country, released a Commemorative Postage Stamp on IISWBM, on 25<sup>th</sup> April 2004 in New Delhi.

This year IISWBM has introduced its M. Phil. programme under Calcutta University, has reintroduced its Master in Social Welfare (M.S.W.) 2 years full time programme and upgraded its Retail and Media Management programme to Masters in Retail Management of the Calcutta University as a degree and Post Graduate Diploma in Media Management (offered jointly with Calcutta Media Institute promoted by ABP Private Limited) as a Calcutta University diploma programme.

The Institute takes pride in its faculty that consistently ranks highest amongst premier B-Schools in terms of their Intellectual Capital. The faculty members are dedicated to the development of its students and the Institute and regularly engage themselves in

research and project work. Several faculty members have won prestigious awards over the years.

The Institute boasts of alumni in reputed organizations both in India and abroad. The alumni are respected for their knowledge, commitment, loyalty and ethical values in this fast changing world.

## **INFRASTRUCTURE**

IISWBM provides the faculty and students with a state of the art, technologically advanced, modern and large campus .The campus has a serene environment, which is conducive to education and learning. The students can pursue their academics with utmost focus and also unwind from time to time in the open areas and its student activity centre.

#### Classroom

The spacious classrooms are well equipped with Smart boards, LCD multimedia projector etc. and properly maintained to cater to the academic requirements of the students. The seminar rooms possess all the necessary amenities so that ideas can be exchanged between the students and faculty and even members from other institutes or corporate houses. The Institute has undertaken a programme to air condition all the classrooms.

#### **Conference room**

The conference rooms have been constructed on the most modern lines with audio-visual aids. The facility of video conferencing makes it even more industry friendly with the scope of uninterrupted interaction. The conference rooms have in-built speakers to make the conversations distinctly audible. The cordless microphones help the speakers to interchange ideas.

#### **Auditorium**

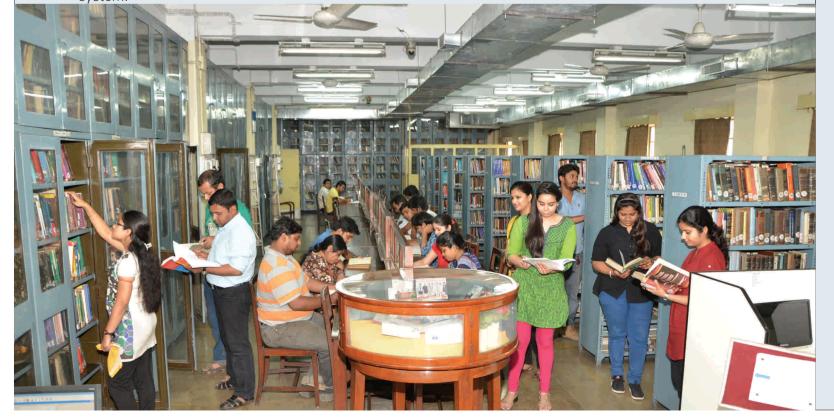
The auditorium boasts of a well-designed stage and an audio-visual screen. It is the perfect platform for meetings, stage shows and interactive sessions. The screen complements any kind of audio-visual communication with amplifiers, speakers and an installed projector.

### Computer Centre

The Computer Centre of the institute is housed on the first floor. It has all the state-of-the art resources in place to facilitate the academic and administrative activities of the institute. Apart from providing high end academic support to the students, it also provides leased line Internet connectivity, through wireless and wired LAN. Students have access to continuous free Wi-Fi facility at the Institute.

#### **Central Library**

The Central Library was started along with the establishment of the Institute in 1953 in order to cater to the academic and research needs of the faculty, research scholars, students, officers and non-teaching staff. Since then, the Institute Library has gone from strength to strength to live up to the expectations of its users. Central Library has open-access facility for the members. It provides lending, reprographic and bibliographic and other services to the students, faculty and other scholars. The books in the Library are arranged according to the DDC numbers mainly on specialized subjects on Management, Social Welfare, Industrial safety, Transport, Environment, Energy, Health Services, Economics, Mercantile and Labour Law, Bio-Informatics, Sports and Intellectual property etc. The Library subscribes good number of foreign as well as Indian periodicals and journals. The Library also has e-journals and e-books for the benefit of the users. The Central Library has already implemented the bar-code based circulation system. The members can also search the OPAC through our MIS system.





## Hostel

The Institute provides safe, separate, well-furnished and comfortable hostel facility to both male and female outstation students, subject to availability of seats. A 4 storeyed hostel of 11,000 sq ft built up area, accommodating 42 boarders adjacent to the present campus has been constructed. One more hostel adjacent to Institute's premises is being renovated and will be available to students shortly.

## Canteen/Gym

The Institute has a canteen facility offering a variety of healthy cuisine at reasonable and affordable rates. It is essentially a student's zone with free Wi-Fi facility.

The Institute also maintains a well-equipped gym with all modern equipments and a trainer to guide and encourage students to work out daily at the Institute.

## **Soft-Skills Training**

The Institute encourages its students to undergo soft-skills training through its Soft-Skills Development Department as it is felt that it complements technical skills and knowledge. Besides communications and behavioral skills, foreign languages are also taught. Students can opt for either French or German language programs.

#### **Language Laboratory**

The Institute has a Web Assisted Language Laboratory to support students in the language learning process. Innovative interactive tools such as digital multimedia control, wireless headsets and microphones are provided not only to enhance language teaching but also to enable instructors accomplish continuous assessment and grading of students' performance.

The facilities in the Language Laboratory allow students to listen to model pronunciation and diction, practice by repeating and record the same, which allows students to compare with the model and conduct self-assessment.

### A Ragging Free Environment

Although there has been not a single instance of ragging in the Institute in its history of 60 years, it is declared that ragging is totally banned in Indian Institute of Social Welfare and Business Management and any one found guilty of ragging and/or abetting ragging is liable to be punished.

The Hon'ble Supreme Court has issued the following directions to prevent ragging in Technical Institutions:

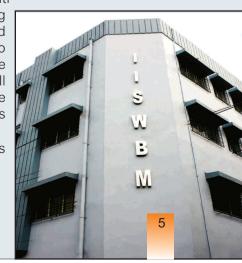
"We recommended that every institution must have an Anti-Ragging Committee and an Anti-Ragging Squad. It is essential to have a diverse mix of membership in terms of levels as well as gender in both the Anti-Ragging Committee at the level of the Institution should consist of the representatives of civil and police administration, local media, Non Governmental Organizations involved in youth activities, representatives of faculty members, representatives of parents, representatives of students belonging to the fresher's category as well as seniors, non-teaching staff and should be headed by the Head of the Institutions. The Anti-

Ragging Squad, in contrast, should be a body with vigil, oversight and patrolling functions and should appropriately by a smaller body which should be nominated by the Head of the Institute with such representation as considered necessary to keep it mobile, alert and active at all time. The Squad may be called upon to make surprise raids on hostels and other hot sports and should work under the overall guidance of Anti-Ragging Committee. The Squad should not have any outside representation and should only consist of members belonging to the various sections of the campus community."

The Institute strictly complies with these directions and AICTE regulations in this regard.

#### New Campus

IISWBM has plans to develop a 2<sup>nd</sup> campus at New Town, Kolkata.



## **ACADEMIC SET UP**

### **DIRECTOR**

Prof. (Dr.) Amitava Sarkar, Ph.D

## **DEAN**

Prof. (Dr.) K. M. Agrawal, Ph.D

#### **PROFESSOR**

Dr. Tanima Ray, PGDBM (IIM, Calcutta), Ph.D (CU), HoD-MBA & Co-ordinator M.Phil

Dr. Sumati Ray, M.Sc, MBA, Ph.D,

Dr. Kumkum Mukherjee, M.Sc, Ph.D HoD- MHRM

Dr. P. K. Sikdar, M.Sc (Cal), ICZM Dip. (UK), Ph.D.(Cal), F.G.M.S., F.G.S.(Ind), MMGI HoD- MPSM

Dr. Soma Roychowdhury, M.Sc (Stat), Ph.D

Dr. S. K. Mallick, B.Com (Hons.), C.A., Ph.D (NYU)

Dr. Madhumita Mohanty, MA, M.Phil, Ph.D (IIT, KGP)

Dr. B. K. Choudhury, B.E, Ph.D

Dr. Chinmoy Jana, M.Sc, M.Tech, Ph.D

Dr. Kalyan Sankar Sengupta, M.Sc, Ph.D, HoD-Computer Department

Mr. Swapan Kumar Chaudhuri, M.A, IRTS (Retd.)

Mr. U. K. Bandhopadhyay, M.A., DSW, DAMP, In-Charge (Administration) Evening Programme

Mr. Partha Pratim Sengupta, B.E., MBA, Fellow in Management, Advisor CRIMM

Mr. P. Das, M.Sc, HND(UK)

Ms. Sujata Saha, FCA, MBA, B.Ed.

Mr. Biswanath Ghosh, M.A., PGDBM, PGDI & T

## **ASSOCIATE PROFESSOR**

Dr. Sudeepa Banerjee, MBA, Ph.D, HoD-Department of Media Management & Coordinator MSW

Dr. Jhumur Biswas, M.Sc. M.Tech, Ph.D

Dr. Jayanti De, M.A., M. Phil., Ph.D

Dr. R. K. Jana, M.Sc., Ph.D (IIT, KGP)

Dr. Gairik Das, ME, MBA, (UK), Ph.D, HoD-MDP & Business Management Projects

Dr. Dulali Nag, M.A., Ph.D (US)

Dr. Archana Sharma, MBA, Ph.D, HoD-PGDRM

Dr. Sarbani Mitra, B.Ed. PGDMEnvM. PGDSA, MBA, Ph.D. HoD-Fire Management

## **ASSISTANT PROFESSOR / LECTURER**

Dr. Amitava Mukhopadhyay, MBBS, M.Phil (Hospital & Health Management)

Dr. Soubarna Pal, M.Sc, Ph.D (UK)

Mr. Arindam Dutta, B.E., M.Tech

Dr. Surajit Chakraborty, M.Sc, Ph.D

Mr. Sandip Ghosh, M.A., LL.B, MBA

Mr. Buddhadip Mukherjee, MPMIR, (Psychology, BHU) DSW, C.oA (Mind Mapping Singapore)

Dr. Sanghamitra Sen, MBBS, DLO, PGDHM, MBA

Dr. Sikharini Majumdar, M.A., Ph.D (US)

Ms. Malini Nandi Majumdar, MBA

Dr. Anupam Ghosh, M.Com, M.Phil, PGTLM, Ph.D

Mr. Madhab Milan Ghosh, M.Com

Dr. Tania Shaw, MBA, MSW, Ph.D

Mr. Ankan Banerjee, M.A, PGDSM

Ms. Piyali Sengupta, M.Sc, PGDEM

Ms. Sona Banerjee, MA (Education), PGD Mass Communication (JU), CELTA/RSA (Cambridge University)

#### **CO-ORDINATOR**

Mr. Nemai Chakraborty, M.A, Economics, JU, PGDBM, IISWBM

Mr. Manjit Sarkar, MBA-Tourism

### **RESEARCH FELLOW AND TEACHING ASSISTANTS**

Ms. Sreeja Banerjee, MBA-HR

Mr. Avishek Roy, B.E., M.Tech



Hon'ble Shri Pranab Mukherjee and the then President BOG Dr. P. C. Chunder at the Institute's Convocation in 2004

Hon'ble Dr. APJ Abdul Kalam the then President of India at the Institute's Convocation in 2006



Hon'ble Shri M. K. Narayanan the Governor of W.B. with the then President BOG of IISWBM, Retd. Justice Shri Chittatosh Mookerjee



Hon'ble Shri Shekhar Dutt, Governor of Chhattisgarh with the Director Prof.(Dr) Amitava Sarkar in the Advisory Committee meeting of the Sports Management Course in 2014

MBA PROGRAMME COURSE STRUCTURE

HoD - MBA, Dr. Tanima Ray

## **OBJECTIVE**

The Programme is designed to give the students a liberal business education and simultaneously prepares them for their chosen careers. The emphasis of the programme is on an integrated understanding of the totality of business, its philosophy and socio-economic interrelationship. The programme is specially designed to develop and enhance the basic managerial skills and abilities of students and equip them with appropriate tools of modern management tecniques for better decision-making.

## THE COURSE AND THE DEGREE

IISWBM conducts a two-year (AICTE approved) Master of Business Administration (MBA) degree course during evening affiliated to Calcutta University. The Course leads to the MBA degree of Calcutta University.

#### **SELECTION PROCEDURE**

Candidates will be required to sit for Management Aptitude Test (MAT), arranged by All India Management Association. Candidates who have taken the Common Management Aptitude Test (CMAT) conducted by AlCTE and / or Joint Entrance for Management Test (JEMAT) conducted by the West Bengal University of Technology will also be eligible. On the basis of the tests the candidates will be called for Group Discussion and Interview at the Institute premises. The Final List of the selected candidates will be prepared strictly on the basis of merit. Those who appeared in MAT, CMAT, JEMAT Examination after February 2014 may apply.

#### **ELIGIBILITY**

The following are the eligibility Criteria for admission to the MBA course as per Calcutta University Regulations.

- (1) Honours Degree in any discipline/Graduate in any professional course (Engineering, Medicine, 5 year LLB etc.) of a recognized University or a degree considered equivalent there to and fulfils other conditions stipulated by Calcutta University for the Course.
- (2) Candidates working in Executive/Supervisory level

### STUDENT PROFILE.

This Programme has executive student profile ranging from frontline supervisors to senior level managers, from different private & public sectors involved in Engineering, IT, Processing & Manufacturing, Marketing and Financial Institutions. The student block comprises of professionals from several others areas such as Medicine, Academic etc.

#### **MIGRATION**

The students of other Universities are to get Calcutta University's Registration after migration. Calcutta University's rules and procedures in this regard are to be followed. They will be required to pay separately the Migration and University Registration fees.

## **LOAN FACILITIES**

Institute will provide the certificate to an applicant seeking loan from a bank which have floaed the "Loan Scheme", referring that the candidate is a bonafide student of the Institute.

## **MEDALS**

D. K. Sanyal Memorial Gold Medal is awarded to the candidate standing First in order of merit in the Final Examination.

## **COMPULSORY PAPERS**

Paper	SUBJECT
1.	Management Process and Principles
2.	Quantitative Methods
3.	Managerial Economics
4.	Environment of Business and Government
5.	Organisational Behaviour
6.	Management Skills and Ethos
7.	Accounting for Managers
8.	Computer Applications in Management
9.	Business Policy and Strategic Analysis
10.	Management Science
11.	Human Resource Management
12.	Financial Management
13.	Marketing Management
14.	Production and Operations Management
15.	Research Methodology
16.	International Business Environment and Management
17.	Organisation Effectiveness and Change
18.	Decision Support Systems
19.	Business Legislation
20.	Corporate Planning and Strategic Management
21.	Summer Project
22.	Dissertation
23.	Viva - Voce

COURSE STRUCTURE COURSE STRUCTURE

## **SPECIALISATION PAPERS**

SPECIALISATION	PAPER	SUBJECT
	FINM 24	Portfolio and Investment Management
	FINM 25	Management of Financial Institutions & Services
	FINM 26	Financial Control and Taxation
	FINM 27	Corporate Finance
Financial Management	FINM 28	Financial Derivatives
3	FINM 29	International Financial Management
	FINM 30	Risk Management and Insurance
	FINM 31	Project Planning, Analysis and Management
	FINM 32	Advanced Financial and Management Accounting
SPECIALISATION	PAPER	SUBJECT
	MKTG 24	Advertising & Brand Management
	MKTG 25	International Marketing
	MKTG 26	Sales Management
	MKTG 27	Consumer Behaviour
Marketing Management	MKTG 28	Marketing Research - Application & Advance Techniques
Management	MKTG 29	Sales Promotion & Distribution Management
	MKTG 30	Service Marketing
	MKTG 31	Rural Marketing
	MKTG 32	Neo - Marketing Trends
SPECIALISATION	PAPER	SUBJECT
	HROB 24	Human Resource Planning
	HROB 25	Managing Interpersonal and Group Processes
	HROB 26	Human Resource Development
Human Resource Management	HROB 27	Management of Employee Relations
	HROB 28	Compensation Management
	HROB 29	Legal Framework Governing Employee Relations
	HROB 30	Management Training and Development
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HROB 31

HROB 32

Cross Cultural and Global Human Resource Management

Management Development for Technological Change

## SPECIALISATION PAPERS

SPECIALISATION	PAPER	SUBJECT
System Management	SYST 24	Data Structure and Operating System
	SYST 25	Data Base Management System
	SYST 26	ERP and Business Process Reengineering
	SYST 27	Systems Analysis and Design and TQM
	SYST 28	Internet & Telecommunication for Business
	SYST 29	Technology Forecasting and Policy Dynamics
	SYST 30	Logistics Management and Systems Design Technology
	SYST 31	Goal Programming in Management
	SYST 32	Artificial Intelligence and Soft Computing

SPECIALISATION	PAPER	SUBJECT
Production and Operation Management	POM 24	Purchasing and Materials Management
	POM 25	Total Quality Management
	POM 26	Production Planning and Control
	POM 27	Logistics Management
	POM 28	Goal Programming in Management
	POM 29	World Class Manufacturing
	POM 30	Operations Modelling in Production & Operations Management
	POM 31	Project Management
	POM 32	Technology Management and Policy Dynamics

N.B. Specialization course will be offered subject to a minimum number of students opting for that particular Specialisation



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GUEST FACULTY ADMINISTRATIVE SETUP

Mr. Saibal Chatterjee, PGDBM, IIM (Ahmedabad)

Mr. Alokesh Banerjee, MBA

Mr. D. N. Chakravarti, BE, FCE, FWMM

Dr. Sujit Kumar Barua, B. Tech, MBA, Ph.D

Mr. Ujjwal Chattopadhyay, MA, M Phil

Mr. Ayan Chattopadhyay, B. Tech., MBA

Dr. Gautam Mitra, M.Com., FCA, AICA, Ph.D

Dr. Anupam Karmakar, M.Com. Ph.D, MBA

Mr. Sanjay Das, B.E., Tel.E., MBA

Ms. Kasturi Biswas, M.Com, MBA.

**Dr. Kamal Mukherjee**, BE (Cal), PG Dip. (Industrial Engg), MBA (XLRI, Jamshedpur; Fellow (XLRI)

This is not an exhaustive list



## **ADMINISTRATIVE SET UP**

Director: Prof. (Dr.) Amitava SarkarDean: Prof. (Dr.) K. M. AgrwalDeputy Registrar: Mr. Sayantan SinhaPrincipal Finance Officer: Mr. Santanu Bhattacharyya

: Mr. Arun Sengupta

Placement Adviser: Prof. Ram N. KonarLibrarian: Ms. Susmita Ray

## **HOW TO APPLY**

### Option I

• Visit our website www.iiswbm.edu

Administrator-cum-Estate Officer

- Download the DL Form, Admission Brochure and IISWBM/ State Bank of India Power Jyoti A/c No. 32495656710 Challan and deposit Rs. 800/- to any branch of State Bank of India against the challan and DL Form duly filled in.
- Send the completed **DL Form** with **column 12** duly entered by the State Bank of India **alongwith** the IISWBM's copy of Power Jyoti A/c. No. 32495656710 **Challan** to the Institute, so as to reach the Institute by:

## 15<sup>th</sup> May, 2015 at the latest.

- A scanned copy of the completed **DL Form** alongwith a scanned copy of the **receipted counter foil of the challan** meant for IISWBM of S.B.I. Power Jyoti Account No. 32495656710 should also be sent by e-mail (**admissions@iiswbm.edu**) for record purpose.
- No application will be entertained if the form reaches the Institute after 15th May, 2015.

## Option II

- Collect from the reception counter of IISWBM Application Form and Admission Brochure against cash payment of Rs. 800/-
- The last date for issue and submission of the completed admission form is 15<sup>th</sup> May, 2015.

For any further details please visit our Website

## **BOARD OF GOVERNORS**

## **ADMISSION SCHEDULE**

Last Date of Issue & Receipt

of Application Forms : May 15, 2015 Short List for GD & Interview\* : May 22, 2015

Group Discussions & Interview : May 28-June2, 2015

Publication of Final List : June 5, 2015

Session Begins : 1st. week of July 2015

\*Candidates may find their list & dates on the Institute Website

## **COURSE FEES**

1 <sup>st</sup> year	Rs. 8,000/- (Admission Fees)
	Rs. 1,57,000/- (Tuition Fees)
	Rs. 9,000/- (Development Fees)
	Rs. 5,000/- ( Library caution deposit)
	Rs. 5,000/- ( Security Deposit)
Total	Rs. 1,84,000/-
2 <sup>nd</sup> Year	Rs. 1,57,000/- (Tuition Fees)
	Rs. 9,000/- (Development Fees)
Total	Rs. 1,66,000/-

**Total Fees : 3,50,000/- including refundable deposit of Rs. 10,000/-.** Students will be allowed to pay the fees in four installments. Fees are subject to change.

## For Details Contact:

Registrar's Office

## Indian Institute of Social Welfare and Business Management

Management House

College Square (West), Kolkata - 700 073

PBX: +91-33-2241-3756/5792/8694/8695, 4023-7474

STD: (033), FAX: (033) 2241-3975 E-mail: iiswbm@iiswbm.edu Visit us at www.iiswbm.edu

#### Dr. Partha Chatterjee

Minister In Charge, School Education, Higher Education, Parliamentary Affairs, Govt. of West Bengal President

Dr. Suranjan Das Vice-Chancellor

University of Calcutta

## Prof. Sonali Chakravarti Banerjee

Pro-Vice-Chancellor (Business Affairs & Finance) University of Calcutta

### Shri Vivek Kumar, IAS

Principal Secretary, Government of West Bengal Department of Higher Education

#### Dr. Avinash S Pant

Vice Chairman
All India Council for Technical Education
Nominee, AICTE

### Dr. G K Pandey

Director

All India Institute of Hygiene & Public Health

## Mr. Samar Ghosh, IAS (Retd.)

President's Nominee

## Shri Sunil Munshi

Director (Personnel) Andrew Yule & Co. Ltd.

### Shri K K Bangur

Representative
Indian Chambers of Commerce

## Shri S. P. Bakshi

Representative Indian Jute Mills Association

#### Mr. Amitabha Datta

Member

### Smt. Tripti Gurha

Director (Technical)

Ministry of Human Resource Development

Department of Higher Education

Government of India

## **Shri A K Rungta**

Representative,

Federation of Indian Chambers of Commerce & Industry

## Mr. M K Bhardwaj

Representative

The Associated Chambers of Commerce & Industry

## Shri Prabir Chakravarti

Representative

Bharat Chamber of Commerce

## Mr. Naparajit Mukherjee, IPS (Retd.)

President's Nominee

## Shri Amit Kr. Sen

Representative

Bengal National Chamber of Commerce & Industry

### Mr. P. Roy

Representative

The Bengal Chamber of Commerce & Industry

## Shri S .B. Ganguly

Member

## Shri D.K.Sanyal

Treasurer

### Dr. Amitava Sarkar

Member Secretary & Director, IISWBM



Pioneer in Management Education in India

Pioneer in Management Education in India		
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Our graduates nurture and build companies