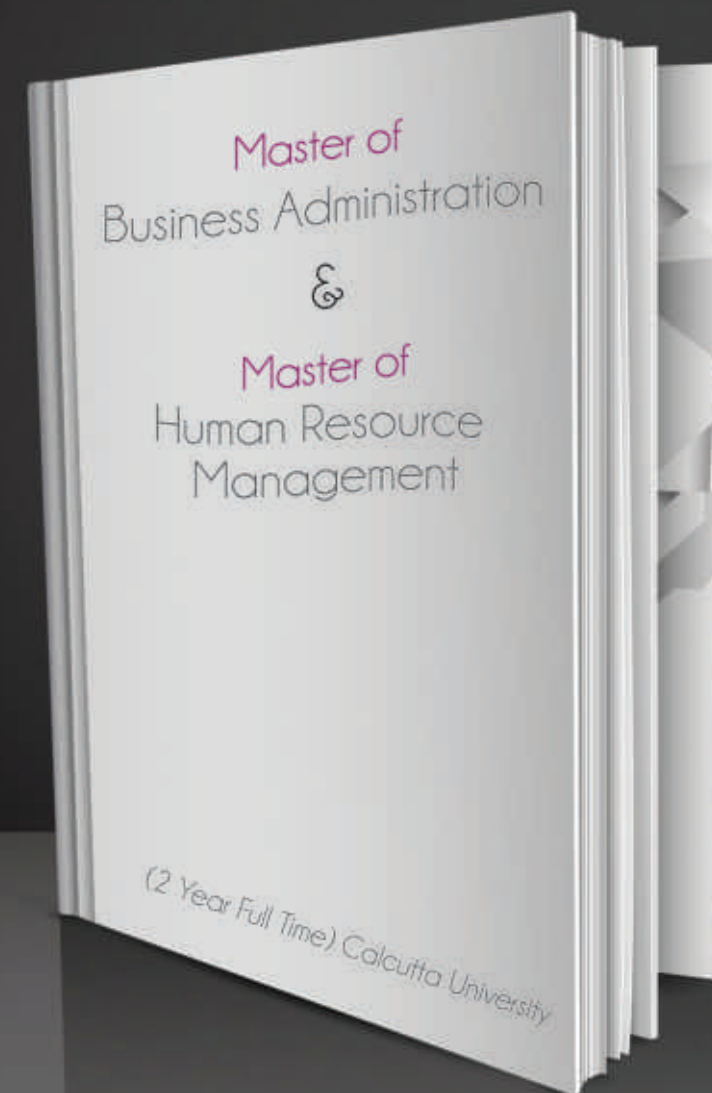




INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT

PLACEMENT BROCHURE 2015-16



INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

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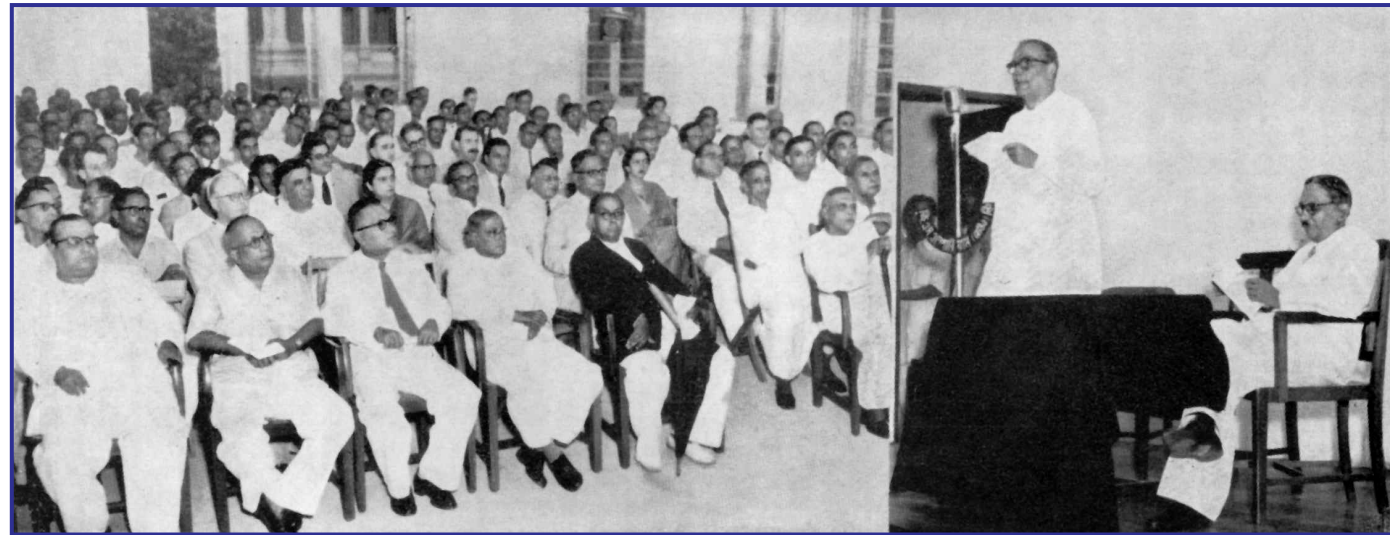
IISWBM

Our graduates nurture and build companies

The Foundation



*Pandit Jawaharlal Nehru
laying the Foundation Stone of
the Academic Block-1958*



*Inauguration of the First Business Management course in India (PGDBM) on 5th July, 1954
(Dr. B. C. Roy addressing the gathering : Dr. J. C. Ghosh, Vice-chancellor of University of Calcutta, sitting)*





















*Dr. B. C. Roy, Visionary Chief
Minister of West Bengal &
the Founder President BOG-IISWBM*



*Professor D. K. Sanyal,
the Founder Director*



*Prafulla Chandra Sen, the then Chief Minister
of West Bengal & President BOG-IISWBM
from 1963-64 to till his death
(i.e. 25th September 1990)*

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Director's Message

IISWBM is the first B-school of India and can proudly claim its stance over the last 63 years. The students represent a rich and diverse crop of potential managers who come in from different disciplines and part of the country. Screened and selected through a rigorous admission procedure starting from CAT and then through an exerting process of conversion in the form of GD/PI. This institute is supported by excellent infrastructural facilities and highly qualified faculty.

Apart from academic inputs the students have also been inculcated with a strong sense of social commitment and values pertaining to the day to day life, at par with the vision of IISWBM. The students are not in any way alienated from the environment but are clubbed along with the elitist group and are fully made aware of the environment in which they function and the society to which they owe so much. Our students not only excel in their varied technical fields but we can vehemently say that they uphold with dignity and integrity the social values for which the Institute stands. It is our extreme pride and pleasure that we have been able to strengthen the bond of mutual respect and trust that already exists between the industry and this esteemed Institute.

Prof. (Dr.) Amitava Sarkar

Message from the HOD of MBA (Day)



The MBA of IISWBM is a dynamic programme providing an optimal blend of academic and corporate input. Technical inputs are provided by faculty who are ranked among the best in the country, going by the B-school rankings done by different agencies. Corporate leaders share their managerial experiences with the students to give them a feel of the corporate world which is furthered during their Summer internship in different companies.

What makes the MBA students of IISWBM unique is the right values and attitudes which they develop. The Institute, apart from academic teaching, puts prime importance on character building. Hence the students are able to subsequently excel in the industry, not on the basis of cut-throat competition but on the basis of cooperation with team members. They are also taught to blend their managerial acumen with a profound sense of social responsibility, thereby aiming at sustainable growth for themselves, for the organizations with which they are associated and for the society in which they function.

We are proud of our brand ambassadors the alumni of the department who hold key positions in reputed organizations all over the world. We firmly believe that the students of the 2014-16 batch will similarly do the Institute proud and keep the flag of IISWBM flying high through their competence, dedication, sincerity and ethical norms.

Prof. (Dr.) Tanima Ray



Message from the HOD of MHRM

The rapid advancement and changes in the global business environment demand highly skilled human resource managers who have the knowledge and competence to face challenges. In view of that, the MHRM programme of IISWBM aims at imparting management education, developing managerial talent and sharpening the competitive abilities of the students so that they can outperform in the borderless business world of tomorrow. Students are trained to make relevant and exemplary contribution in the contemporary socio-economic scenario of the country. We focus not only on imparting excellent academic inputs but also on inculcating values and a sense of justice in our students.

The MHRM programme is affiliated to University of Calcutta and the degree is recognized by All India Council of Technical Education (AICTE). The programme is also accredited by the Society for Human Resource Management (SHRM), USA which is the highest professional body in HR with global presence. Our course curriculum is accredited by them making it globally acceptable and at par with post graduate programmes in HR of many leading universities.

We emphasise in academia-industry collaboration which is a basic requirement for developing future competent manpower for the country. The MHRM programme, since its inception has been stressed on admitting students of the high quality. The alumni of the MHRM department are very successful and holding key positions in reputed organizations. Their leadership skills are well recognized in the industry.

We have the confidence that in future also, our students with their knowledge, sincerity and positive approach will prove themselves as valuable assets of their organizations and will be responsible citizens of the country.

Prof. (Dr.) Sumati Ray

Message from the Head of Placements



Greetings to you from the Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata!

We at IISWBM, the 1st B-School in India, firmly believe that knowing the "WHAT'S" of management alone is not good enough for future success, but knowing the "HOW'S" is more crucial. It is also our conviction that management cannot be taught for it involves more of thinking, planning and doing. Accordingly we teach them the concepts and make the students think about management rather than trying to teach them management. The paradigm of "command and control" culture of organizations have been replaced by a "collaborative and co-operative" culture and more and more organizations are demanding that people work faster, cheaper and smarter with peers, subordinates, superiors, clients, suppliers arising out of market compulsions. This is seriously ingrained in our students right through the two years that they spend in Campus.

IISWBM supplements the Post Graduate Masters Degree Programs (MBA & MHRM) curriculum with intensive soft-skills training, providing a unique opportunity for all MBA and MHRM students to develop their personality and upgrade their communication and presentation skills. This training intervention benefits the students, both in their early professional careers and in their social interactions in the business environment, besides providing the students with a sound conceptual and practical framework to build, nurture, develop and manage teams.

It gives us immense pleasure once again to present to the corporate world, our partners in progress, the batch of 2014-16 consisting of the best and brightest students, just like IISWBM has consistently demonstrated over the years.

We look forward to welcoming your team to our campus and would be most grateful if you kindly let us know the schedule of your visit.

Prof. Ram N. Koner



About the Institute

IISWBM was constituted on 25th 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 founder 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 25th April 2004 in New Delhi.

The Institute offers an unrivalled array of professional courses, covering our flagship MBA and MHRM programme to a diverse range of PG/Doctoral Degrees in Management, Public Systems, Social Welfare, Retail and Media Management.

The Institute stands firm on its three pillars : 1. Quality of Faculty, that consistently ranks highest amongst premier B-Schools in terms of their Intellectual Capital 2. Learning environment - 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 3. Infrastructure Facility.

The Institute takes pride in its alumni spread across the globe.



Faculty

DIRECTOR

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

DEAN

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

PROFESSORS

Dr. Amitava Sarkar, Ph.D
 Dr. B. K. Choudhury, B.E, Ph.D, Head- MPSM
 Mr. Biswanath Ghosh, M.A., PGDBM, PGDI & T
 Dr. Chinmoy Jana, M.Sc, M.Tech, Ph.D
 Dr. K. M. Agrawal, Ph.D
 Dr. Kalyan Sankar Sengupta, M.Sc, Ph.D, Head-Computer Department
 Dr. Kumkum Mukherjee, M.Sc, Ph.D
 Dr. Madhumita Mohanty, MA, M.Phil, Ph.D (IIT, KGP)
 Dr. P. K. Sikdar, M.Sc (Cal), ICZM Dip. (UK), Ph.D.(Cal), F.G.M.S., F.G.S.(Ind), MMGI,
 Dr. Soma Roychowdhury, M.Sc (Stat), Ph.D
 Dr. Sudeepa Banerjee, MBA, Ph.D, Head-Media Management & MSW
 Dr. Sumati Ray, M.Sc, MBA, Ph.D, Head- MHRM
 Dr. S. K. Mallick, B.Com (Hons.), C.A., Ph.D (NYU)
 Mr. Swapan Kumar Chaudhuri, M.A, IRTS (Retd.)
 Ms. Sujata Saha, FCA, MBA, B.Ed.
 Dr. Tanima Ray, PGDBM (IIM, Calcutta), Ph.D (CU), Head-MBA
 Mr. U. K. Bandhopadhyay, M.A., DSW, DAMP, In-Charge (Administration) Evening Programme

ASSOCIATE PROFESSORS

Dr. Archana Sharma, MBA, Ph.D, Head-MRM
 Dr. Dipa Mitra, Ph.D (University of Calcutta), Post Doc. (Gold Medalist) Head M Phil & Ph.D Programme

Dr. Dulali Nag, M.A., Ph.D (US)
 Dr. Gairik Das, ME, MBA, (UK), Ph.D, Head-MDP & Business Projects
 Dr. Jayanti De, M.A., M. Phil., Ph.D
 Dr. Jhumur Biswas, M.Sc. M.Tech, Ph.D
 Dr. R. K. Jana, M.Sc., Ph.D (IIT, KGP)
 Dr. Sarbani Mitra, B.Ed. PGDMEnvM, PGDSA, MBA, Ph.D, Head-Fire Management

ASSISTANT PROFESSOR

Dr. Amitava Mukhopadhyay, MBBS, M.Phil (Hospital & Health Management)
 Mr. Ankan Banerjee, M.A, PGDSM
 Dr. Anupam Ghosh, M.Com, M.Phil, PGTLM, Ph.D
 Mr. Arindam Dutta, B.E., M.Tech
 Mr. Buddhadi Mukherjee, MPMIR, (Psychology, BHU) DSW, C.oA (Mind Mapping Singapore)
 Dr. Madhab Milan Ghosh, M.Com, Ph.D
 Ms. Malini Nandi Majumdar, MBA
 Mr. Manjit Sarkar, MBA-Tourism
 Mr. Nema Chakraborty, M.A, Economics, JU, PGDBM
 Ms. Piyali Sengupta, M.Sc, PGDEM
 Mr. Sandip Ghosh, M.A., LL.B, MBA
 Dr. Sanghamitra Sen, MBBS, DLO, PGDHM, MBA
 Dr. Sikharini Majumdar, M.A., Ph.D (US)
 Ms. Sohini Banerjee, LL.M
 Ms. Sona Banerjee, MA (Education), PGD Mass Communication (JU), CELTA/RSA (Cambridge University)
 Mr. Subhasis Ray, M.Stat, M.Tech
 Dr. Surajit Chakraborty, M.Sc, Ph.D
 Dr. Soubarna Pal, M.Sc, Ph.D (UK)
 Dr. Tania Shaw, MBA, MSW, Ph.D

RESEARCH FELLOW AND TEACHING ASSISTANTS

Mr. Avishek Roy, B.E., M.Tech
 Ms. Sreeja Banerjee, MBA-HR

GUEST FACULTY

Mr. Saibal Chatterjee, PGDM, IIM (Ahmedabad)
 Mr. D. N. Chakravarti, BE, FCE, FWMM
 Dr. Gautam Mitra, M.Com., FCA, AICA, Ph.D
 Dr. Kamal Mukherjee, BE (Cal), PG Dip. (Industrial Engg), MBA (XLRI, Jamshedpur; Fellow (XLRI)
 Dr. Anupam Karmakar, M.Com., Ph.D
 Mr. Sudip Bhattacharyya, MBA
 Mr. Arvind Shukla, M.Tech
 Mr. P. K. Mishra, M.Sc., M.Phil.
 Dr. B. C. Banerjee, M.A., Ph.D



Infrastructure

Campus

IISWBM provides the students with a sprawling campus area of 1786 square meters. The campus has a serene environment which is conducive to learning. The students can pursue their academics with utmost focus and also unwind from time to time in the open campus. State of the art technology and modern facilities await students and faculty alike as they proceed with their regular activities. The spacious classrooms are well equipped with smart boards and LCD multimedia projectors.

The seminar room has all the necessary amenities for easy exchange of ideas between the students and faculty. The conference room has been constructed on the most modern lines with audio-visual aids. The facility of video conferencing makes it even more industry-friendly. The entire room has in-built speakers to make the conversations distinctly audible. 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 campus consists of an Auditorium with the capacity of 180 and a 120 seater Assembly Hall.

Central Library

IISWBM 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. The library subscribes to a good number of foreign as well as Indian periodicals and journals. A total of around 51,000 books on different subjects are available. The library also has e-journals and e-books for the benefit of the users.

Electronic Library

The electronic library has over 1000 CD-ROM databases, e-journals (like J-Gate) and e-books (like Springer, Cambridge). It provides a single window access to all electronic resources and is accessible through the Institute's intranet. The library is under the surveillance of the CCTV.

Language Lab

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 not only enable students to practice model pronunciation and diction but also conduct self-assessment by recording the same.

Student Activity Centre

It has been built to make the students participate in various kinds of programmes from time to time. They can exchange ideas, relax, engage in debates and discussions to widen their horizons in various spheres. The blend of a disciplined educational regimen with meaningful activity helps them to prosper as complete business leaders in the years to come. It is also a perfect place to unwind, share ideas and participate in vociferous discussions.

Gymnasium

The Institute recognizes the importance of health and fitness in today's corporate world and hence has a fully equipped multi-gym along with a full time trainer and health specialist.

Hostel

An 11,000 sq ft Girls' hostel adjacent to the academic block provides furnished rooms with bathrooms, a large dining hall, kitchen, common living area fitted with LCD TV, terrace, microwave oven, refrigerator, water purifiers, ironing table, recreational facilities like carom etc and professional, round the clock security service. A four storied boys' hostel (PRANTIK) is just next to the New Academic Block.

IT-Set up

The computer centre has all the modern resources in place to facilitate the academic and administrative activities of the Institute. The internet facility is taken care of by a 4 mbps leased line service. ISDN connectivity, VSAT and TCP-IP connectivity are also available. The entire campus also has a Wi-Fi environment with free surfing facility. The number of terminals in the computer centre are 36.





The Cutting Edge

1. Students specializing in Marketing, Finance & HRM compulsorily go through a **48 hours Certificate programme** entitled **"Business & HR Analytics"** conducted by **Data Brio Academy** who are authorized partner of 'WROX-A Willy Brand'.
2. IISWBM is the only Institute in Kolkata among one of the best in Eastern India, ranked just after IIM - C.
3. IISWBM is regularly rated amongst the **A1 category of B-Schools** by **Business Standard Best B-School Survey**
4. **IISWBM Intellectual Capital:** Our intellectual capital is at par with FMS, IIFT, MDI, XLRI, IIM Kozhikode & S.P.Jain Institute of Management & Research. (**Source: Business Standard Best B-School Survey 2015**)
5. **Industry Interface:** The Institutes Industry interface is way ahead compared to KK Somaiya Institute of Management Studies, Narsee Monjee School of Business Management, VGSOM, IIM Kashipur & Great Lakes Institute of Management. (**Source: Business Standard Best B-School Survey 2015**)
6. IISWBM received the **"ABP News National Education Award 2015"** for Outstanding B-School (East) for 2015.
7. **Top B-schools in East India 2015** with **AAAA** rating by Career360. (Rating at par with XIMB, IIM Ranchi & IIM Shillong)
8. **Research Work:** IISWBM regularly carries out Industry oriented Research Work in Ground Water Management and Socio Economic Impact Study related to the setting up of Industry in Backward and Tribal areas. Students are actively engaged in these Research Projects.
9. Last but not the least; IISWBM boasts of an **Illustrious Alumni Base**.

Laurels at Various Fora

- ◆ Siddhartha Basu, Kankana Halder and Deetipriya Dasgupta (MBA) won **1st prize** in poster making round of **"Digigo-Social Mediaweek"** organised by **IIM Kashipur**.
- ◆ Aditya Guha, Arpita Singh, Sally Singha and Ankita Banerjee currently in quarter finals of **i2i business plan competition** (a national level business plan competition) organised by **IIM Calcutta**, after clearing two rounds.
- ◆ Upayan Mukherjee achieved **1st position** in the college round of **ICICI Stockmind Season 3**. Currently competing for the National round.
- ◆ Abhash Bhattacharya & Puja Podder (MHRM), Siddhartha Basu & Kankana Halder (MBA) at New Delhi represented IISWBM at the **11th National competition for Young India 2014**, organized by **AIMA**.
- ◆ Siddhartha Basu and Kankana Halder (MBA) after winning the Intra college qualification round represented IISWBM at **"INQUIZZITE"** organized by Confederation of Indian Industry (**CII**) in 2014.
- ◆ Susmita Singha, Kirti Sharma and Debdatta Biswas stood **1st** in marketing game(case study) at **CONFERO'15** held at **IMI Kolkata**.



MBA (Day)

Batch 2014-16



About MBA (Day)

The MBA programme of IISWBM is the flagship programme of the Institute. Started in 1976, the MBA (DAY) department offers a two-year full-time programme under the aegis of the hallowed University of Calcutta.

The focus of the course remains interdisciplinary, as reflected in the scope for specializing in two areas- a Major specialization and a Minor specialization. The highly effective conversion process of the department is made possible by the rich faculty, dynamic curriculum and industry-academia interface. **Business analytics has been introduced as a value added certification programme.** The curriculum is constantly upgraded, keeping in mind the ever-changing requirements of the corporate world and utilizing the ever-expanding horizons of academic research in management.

The two year MBA programme comprises of 29 theoretical papers, a project, and a dissertation spread over 4 semesters. 20 of the theoretical papers are compulsory for all students. This large number of compulsory papers aims at providing an all-round grasp of the broad business perspective. This is expected to counter the disadvantage and narrow vision of a super-specialization approach. At the same time, the programme offers specializations in five different areas- Marketing, Finance, Human Resource, Systems and Production and Operations Management. Students take up six papers in the Major area of specialization and three papers in Minor area. Hence, students have a wide spectrum of specialization areas to choose from, and this is an advantage given the diverse academic and professional background of the students. The two month summer internship finds expression in the project which is submitted by the students and this gives them the much-needed practical exposure to the corporate world. The dissertation is aimed at honing their analytical research skills and encourages creative and innovative thinking.

The current sanctioned strength of the programme is 120 students, divided into two sections for more effective interactive teaching. The academic input by the dedicated faculty, the sense of discipline instilled among the students and the overall ambience of the institute ensures the moulding of students into responsible, sincere and ethical managers who stand out among others.

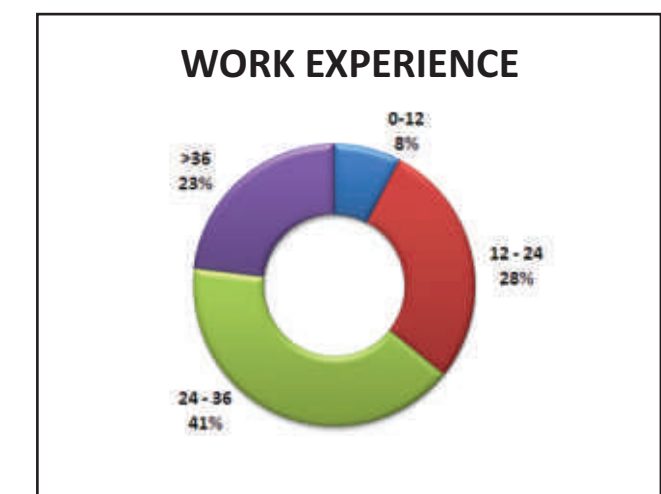
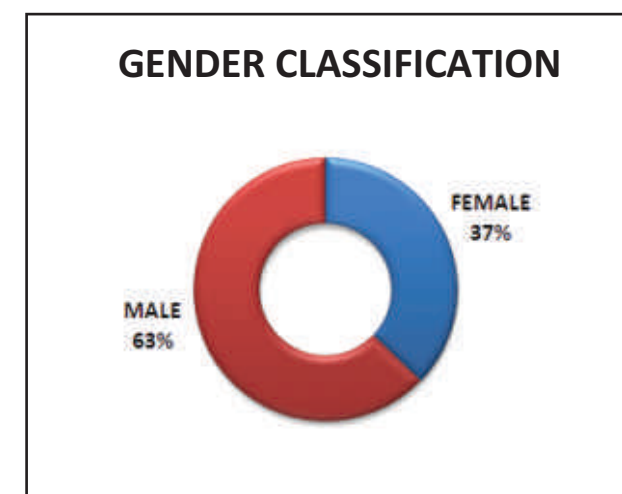
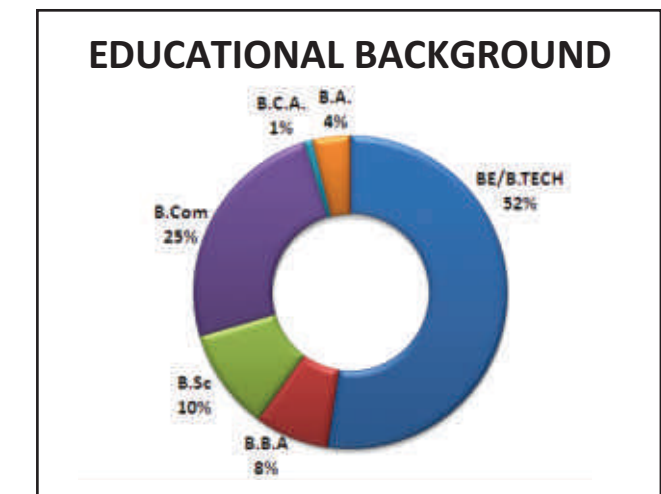
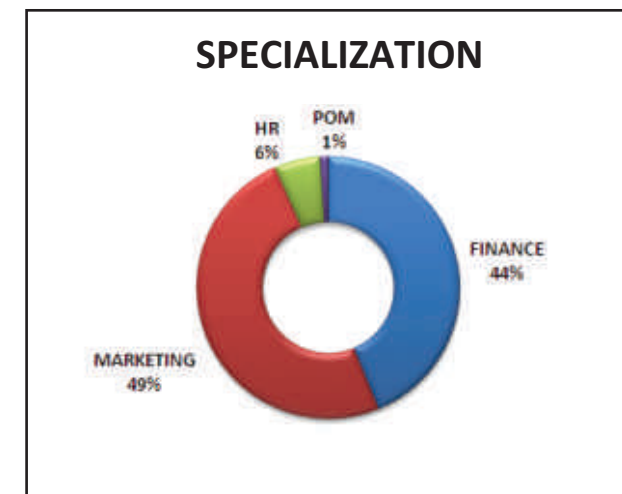
Batch Diversity

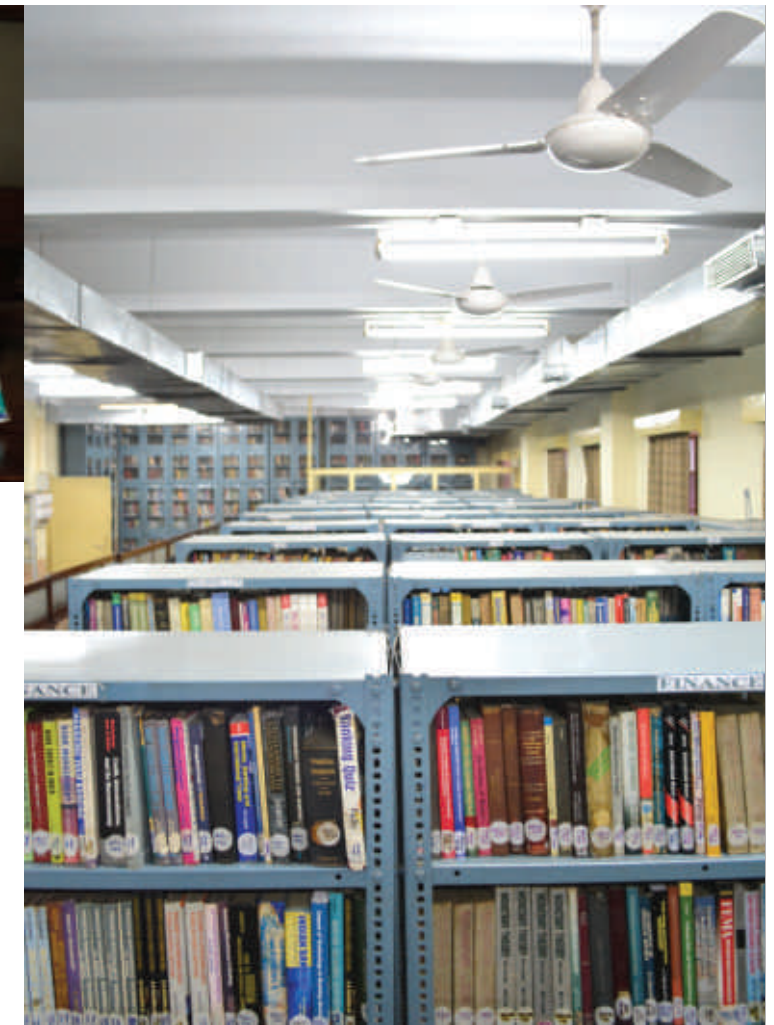
IISWBM since its inception has always been a centre of excellence and has stressed on admitting students of the highest quality into its fold. This legacy has been upheld while admitting the MBA (Day) batch of 2014-16.

One of the glaring characteristics of the present batch of students is the diversity of young minds coming from various corners of the country. The assimilation of diverse culture, education and values has opened before them the knowledge treasure trove which has enriched each of them by its radiance. The students have a thirst for knowledge and are eager to implement the "hows" of management along with learning the "whats" of management. The diverse educational and socio-cultural background has made the students imbibe a strong spirit of teamwork and the skill to understand people which are essential to become successful managers.

The batch has a perfect blend of students with prior industry experience along with fresh graduates, which provides for an exchange of experience with the vigour of freshness thereby developing a field for generating innovative ideas.

Batch Size : 105





Curriculum

Semester I
Management Process and Principles
Quantitative Methods
Managerial Economics
Environment of Business and Government
Organizational Behaviour
Management Skills and Ethos
Accounting for Managers
Computer Application in Management

Semester II
Business Policy and Strategic Analysis
Management Science
Human Resource Management
Financial Management
Marketing Management
Production and Operations Management
Research Methodology
International Business Environment and Management

Semester III
Compulsory Papers
Organizational Effectiveness and Change
Decision Support System
Business Legislation
Marketing
Sales Management
Marketing Research- Application & Advanced Techniques
Rural Marketing
Finance
Portfolio and Investment Management
Financial Control and Taxation
Risk Management and Insurance

Semester III
Human Resources
Managing Interpersonal and Group Processes
Legal Framework Governing Employee Relations
Cross Cultural & Global Human Resource Management
Production & Operations Management
Total Quality Management
Logistics Management
Goal Programming in Management
Systems
Database Management
Internet & Telecommunication for Business
Goal Programming in Management

Semester IV
Compulsory Paper
Corporate Planning and Strategic Management
Marketing
Advertising & Brand Management
International Marketing
Consumer Behaviour
Sales Promotion & Distribution Management
Service Marketing
Neo-Marketing Trends
Finance
Management Of Financial Institutions & Services
Corporate Finance
Financial Derivatives
International Financial Management
Project Planning, Analysis and Management
Advanced Financial and Management Accounting

Semester IV
Human Resource
Human Resource Planning
Human Resources Development
Management Of Employee Relations
Compensation Management
Management Training and Development
Management Development for Technological Change
Production & Operations Management
Purchasing and Materials Management
Production Planning and Control
World Class Manufacturing
Operations Modeling in Production & Operations Management
Project Management
Technology Management and Policy Dynamics
Systems
Data Structure and Operating System
ERP and Business Process Reengineering
Systems Analysis and Design and TQM ITM
Technology Forecasting and Policy Dynamics
Logistics Management and Systems Design Technology
Artificial Intelligence and Soft Computing

Business Analytics Pace Program (BAP21)

Data Brio (division of GBSM Consulting Pvt Ltd.) offers training solution in the areas of Analytics including that of quantitative market research, predictive/forecasting models, clinical analytics and Big Data.

This **6-day power packed BAP2** program covers most of the important and critical tools of Analytics including the fundamentals & inferential Statistics. This program expects participants to work extensively using SAS, R, & SPSS.

Benefits

- Understand advanced inferential statistics concepts to apply Data Analytics tools in day to day working
- Learn directly from industry practitioners with more than 17 years of corporate experience with companies like Fidelity, Accenture, Nielsen, **Genpact**, Dell, Infosys etc
- Get the business perspective - develop the mindset to 'see data' the right way instead of learning just the tools & theories.
- Coverage of 3 tools - This enables participants to be more versatile and confident during project opportunities
- Certificate from Data Brio Academy - Authorized Training partner of Wrox, Wiley and exclusive analytics training partner of Ministry of MSME, Govt of India. The course content is compliant to **National Skill Development Council (NSDC), Govt. of India's** sector skill council NASSCOM's Qualification Pack for Analytics
- Gain invaluable insights from Case Studies prepared with help of our *associate- company* Business Brio's deep experience in Analytics projects and consulting with the industry including Fortune 500 companies. Refer www.jjusine.ssbrio.com for details.
- Business Brio has strategic partnership with University of Calcutta on joint research work, projects and internships in the field of Analytics. The MOU was signed in the month of August 2013 with the Pro-VC of University of Calcutta.
- Option of getting Global Certification from Wrox Wiley, USA in collaboration with Data Brio Academy by extending to the unique self-paced cloud-enabled online training mode to become Wrox Certified Data Analyst.
- Excellent testimonials from participants (refer <http://www.databrio.com/testimonial>)

Contents and flow of the program

The training is divided into 6 days. SPSS used till day 5. R and SAS covered from Day 5 onwards. The day wise breakup as follows:

Day 1

SESSION	MODULE	DURATION	TAKE AWAY
1	introduction Ice Breakers Videos Macro level examples of Business Analytics	0.5 hour	Applications of Statistics in Social Science, Bio science, Telecom, Banking, Finance, Retail, Healthcare etc. Global perspective on scope & opportunities Introductions
2	Re-cap on Descriptive Statistics	2 hours	Descriptive Statistics • Mean, Median, Mode • Data types - Ordinal, Nominal, Ratio Scale and Interval types • Std Dev, range, IQR
3	Graphical Tools	2.5 hours	Case solving with • Histogram • Box Plots • Scatter Plots
4	Sampling	2.5 hours	• Computing Sampling Size • Sampling Strategy • Applying margin of error • Understanding Confidence Level

Day 2

SESSION	MODULE	DURATION /TOOL	TAKE AWAY
5	Recap	0.5 hour	Day 1 learnings
6	Fundamentals of Hypothesis Tests	3.5 hours	Ho&Ha Type 1 & Type II error Significance of alpha error Understanding of P value Significance of 0.05 as P value
7	Inferential Tests involving Mean & Variance Distribution determination	3 hours	Anderson Darling Normality Test 1 T test, 2 - Test ANOVA/ANCOVA HoV test - F & Levenes Test
8	Debriefing	.5 hour	Discussions Suggestions

Day 3

SESSION	MODULE	DURATION /TOOL	TAKE AWAY
9	Re-cap	0.5 hours	Recap of Day 2
10	Inferential Tests involving Median and Discrete outcome	3.5 hours	Kruskawallis Test Moods Median Test Shapiro WilkTest Man — Whitney Test Test of Independence - Chi Square
11	Case Studies	3 hours	Working hands-on in problem solving on industry cases with data sets
12	Debriefing	.5 hour	Discussions Suggestions

Day 4

SESSION	MODULE	DURATION /TOOL	TAKE AWAY
13	Re-cap	0.5 hour	Recap of Day 3
14	Predictive Modeling	3.5 hours	Correlation Single Regression Multiple Regression R square adjusted P values Variance Inflation factors Normality of Residuals
15	Case Studies	3 hours	Working hands-on in problem solving on industry cases with data sets
16	Debriefing	.5 hour	Discussions Suggestions

Day 5

SESSION	MODULE	DURATION /TOOL	TAKE AWAY
17	Re-cap	0.5 hour	Re-cap of Day 4
18	Predictive Modelling	3.5 hour	Logistic Regression Exponential Function Binary Outcome as Probability Interpretation of ODDs Ratio
19	SAS Tool	3.5 hour	Base SAS Introduction Data Manipulation Descriptive Statistics
20	Debriefing	0.5 hour	Discussion Feedback

Day 6

SESSION	MODULE	DURATION /TOOL	TAKE AWAY
21	SAS Tool	3.5 hours	Advanced SAS All hypothesis tests conducted
22	R Tool	4 hours	All tests conducted on R tool
23	Debriefing	0.5 hour	Discussion Feedback



MHRM Batch

2014-16



About MHRM

The MHRM programme at IISWBM was inaugurated in the year 2002. It is a globally accredited 2- year fulltime programme in Human Resource that has been certified by Society of Human Resource Management (SHRM), USA as at par academically with leading HR programmes run by B- schools of New York University, University of Minnesota, SUNY, Universita Bocconi etc. Human Resource Analytics has been introduced as a value added certification programme.

Unlike any other general management course, it especially focuses on an advanced learning of the Industrial and Labour laws, Organizational Behaviour, Organizational Development (OD), and Psychoanalytic/Psychometric tools of HRM in order to meet Industry requirements.

Role-plays, case-studies, group presentations pertaining to plausible corporate scenario, HR, IR and economically relevant cases make classroom study a myth. Through sheer persistence to engage and consistently encourage students, the undying faculty support extended in MHRM alienates it from monotony and boredom. Modern audiovisual aids are used to make learning more interactive and appealing to students.

A Neuro-Linguistic programme has been introduced for better understanding and decoding of human behaviour and orientation. The course addresses the gap between human thinking and human action. To keep up with the pace of time and demand of the industry, to empower the students, the course has also included SPSS, a software package that helps analyze the various aspects of human behavior through statistics and its applications. This is an approach to make HR a quantitative wing of management., rather than a qualitative one.

With introduction of such programmes along with the stress that the curriculum puts on Labour Laws makes MHRM-ites a ready fit for the final leap. Admissions to the course are based on CAT scores.

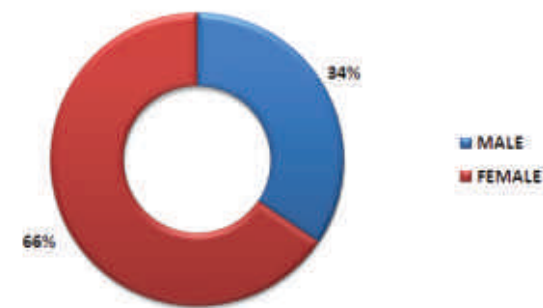
Batch Diversity

Coming from different walks of life, and with successful steps, every individual has added colour to the MHRM batch of 2014-16 of IISWBM. The gamut of knowledge from all the possible spheres has been moulded through the common spectrum of the college and it has produced a wonderfully diversified yet common platform where everyone learns something from the other. The heterogeneity has given resilience, flexibility and creativity to the academic and social experience of the students.

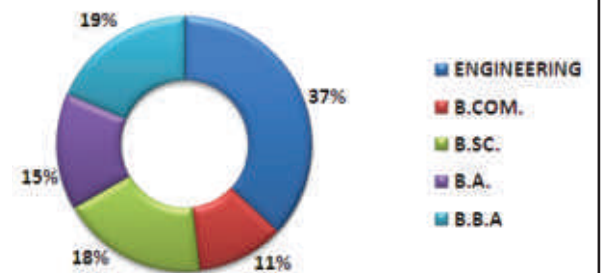
Our endeavour is to create an environment where everyone can learn from our differences making the individual as well as the group potential maximum. This is in keeping with the vision of a B-school of diverse dimensions.

Batch Size : 27

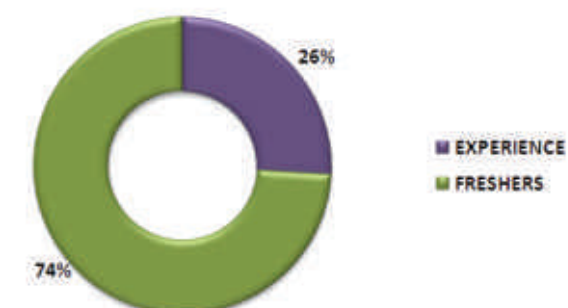
GENDER CLASSIFICATION



EDUCATION CLASSIFICATION



WORK EXPERIENCE





Curriculum

Semester I
Organization- A conceptual framework
Organization Behaviour I : (Individual Behaviour)
ManAgerial Economics (Micro & Macro)
Quantitative Methods in Business
Business Environment, Labour Economics and Business Laws
ManAgerial Accounting
Fundamentals of MIS
Basic HRM

Semester II
Organizational Communication
Organization Behaviour II: (Group Dynamics)
Labour Laws Relating to Industrial Relations
Employee Relations
Research Methodology & Quantitative Techniques
Ethics, Corporate Social responsibility and Corporate Governance
Corporate ManAgement I
Performance ManAgement & Training and Development

Semester III
Labour Laws relating to Compensation and Social Security
Compensation ManAgement
Corporate ManAgement II
Advanced Human Resource ManAgement
Organization Change & Development
Measurement Tools and Techniques in HRM
Public relations ManAgement
Discipline & Labour Rationalization

Semester IV
Labour Laws Relating to Welfare, Safety, Health and Hygiene
ManAgement of Welfare, Health and Safety
Human Resource Information System
Quality and HRM
Project Work
Project Viva
Dissertation
Viva voce (on all subjects)

STUDENT PROFILE

Master of Business Management (MBA)

- Finance
- Marketing
- Human Resource
- Production & Operations



Finance

Over the years, finance has been one of the biggest attractions at IISWBM. The course is designed to allow students to investigate and analyze the nuances of finance and at the same time appreciate its role as the fuel for business organizations. This knowledge is complemented with a thorough understanding of the financial decision-making process in the corporate world through regular industry interactions, case studies and competitions. Keenly involved in providing the students with this wide pool of knowledge is a team of renowned faculty. IISWBM students have supreme competency in financial and economic conceptual frameworks as well as their applications, thereby enhancing their ability to handle ambiguous qualitative relationships that dominate one's day-to-day decision making.

Finance



AFZAL KHAN
Age : 22
Minor : Marketing
Qualification : BBA (Honours)
University : Jadavpur University
Work Experience : Nil
Internship Org : IMRB International
Topic : Understanding the drivers of brand choice in various price segments of beauty soap



AKANKSHA SINHA
Age : 22
Minor : Marketing
Qualification : B.Com (Accounting & Finance) Hons.
University : University Of Calcutta
Work Experience : NIL
Internship Org : Aditya Birla Finance Limited
Topic : Broadening the Customer Base for Aditya Birla Finance Limited through Intermediaries



ANSHUL KOTHARI
Age : 23
Minor : Marketing
Qualification : B.Com (Accounting And Finance) Hons.
University : University of Calcutta
Work Experience : NIL
Internship Org : Bank Of Baroda
Topic : Suggestions To Stimulate Financing Under Micro And Small Enterprises



APARAJITA DAS
Age : 24
Minor : Systems
Qualification : B.SC (Physics)
University : University of Calcutta
Work Experience : NIL
Internship Org : Bank of India
Topic : Credit rating using traditional method as well as analytics tools in Bank Of India



ARANY RAY
Age : 28
Minor : Marketing
Qualification : B.Tech(Electrical Engineering)
University : WBUT
Work Experience : 53 months (1.Powergrid,2.UPL,3.WAPCOS Ltd)
Internship Org : Ideal Analytics
Topic : Loan analytics on different dimensions



ARINDAM MANDAL
Age : 25
Minor : Marketing
Qualification : B.E (E&C)
University : V.T.U
Work Experience : 23 months (PANINNOVATION)
Internship Org : Larsen and Toubro (L&T)
Topic : Detailed study of company's car & PC scheme & calculate the terminal values

Finance



ARKADIPTO DE
Age : 23
Minor : Marketing
Qualification : B.TECH(EEE)
University : Sharda University
Work Experience : NIL
Internship Org : Mendine Pharmaceuticals Pvt. Ltd.
Topic : Model Building for Working Capital Management



ARNAB DAS
Age : 21
Minor : Marketing
Qualification : B.Com (Hons)
University : St. Xavier's College (Autonomous) under University of Calcutta
Work Experience : NIL
Internship Org. : IMRB International
Topic : Branded Product Test



ATISH ROY
Age : 24
Minor : Marketing
Qualification : B.TECH(EIE)
University : WBUT
Work Experience : NIL
Internship Org : Allahabad Bank
Topic : Retail Banking in India (from The Perspective of Allahabad Bank)



BISWAJIT BHATTACHARYA
Age : 37
Minor : Systems
Qualification : B.Tech(Computer Science & Engg)
University : Kalyani University
Work Experience : 100 months (Enfragy Solution, Tech Mahindra Limited, CMC Limited)
Internship Org : Ideal Analytics
Topic : Using analytics tools the performance of public sector banks



BISWAJIT DAS GUPTA
Age : 23
Minor : Marketing
Qualification : B.COM (H)
University : University of Calcutta
Work Experience : NIL
Internship Org : Bank of Baroda
Topic : Suggestions to stimulate financing under micro and small enterprises.



DEBADIDEB BANDYOPADHYAY
Age : 24
Minor : POM
Qualification : B.TECH CSE
University : WBUT
Work Experience : NIL
Internship Org : Allahabad Bank
Topic : Credit Appraisal

Finance



DEBDATTA BISWAS
Age : 23
Minor : Marketing
Qualification : B.TECH (EIE)
University : WBUT
Work Experience : NIL
Internship Org : Alstom India Ltd.
Topic : Working Capital Management



DEBOJYOTI GHOSH
Age : 25
Minor : POM
Qualification : B.TECH (CS)
University : WBUT
Work Experience : NIL
Internship Org : Data Brio Academy
Topic : Time series analysis of Non-Performing Assets of Banking Sector in India



DIPTENDU MUKHOPADHYAY
Age : 23
Minor : Marketing
Qualification : B.COM(HONS)
University : University of Calcutta
Work Experience : NIL
Internship Org : Bank of Baroda
Topic : Credit flow to sme sector-is it adequate ? if not, suggest remedies



ISHANI DE
Age : 22
Minor : Marketing
Qualification : B.COM(H)
University : Calcutta University
Work Experience : NIL
Internship Org : State Bank of India
Topic : Strategy for improving SME CASA deposit- survey of institutions



KANKANA HALDER
Age : 23
Minor : Marketing
Qualification : B.Tech(ECE)
University : West Bengal University of Technology
Work Experience : NIL
Internship Org : IMRB International
Topic : Branded Product Test - Innovative on double capsule cigarette



KAUSTAB CHAKRABORTY
Age : 23
Minor : Marketing
Qualification : B.Tech(ECE)
University : West Bengal University Of Technology
Work Experience : NIL
Internship Org. : Guinness Corporate Advisors Pvt. Ltd.
Topic : Merchant Banking

Finance



KHUSHBOO ARORA
Age : 23
Minor : Marketing
Qualification : B.Com (Hons)
University : Calcutta University
Work Experience : NIL
Internship Org. : Religare Securities
Topic : The future of Currency and Commodity derivatives in India



KIRTI SHARMA
Age : 23
Minor : Marketing
Qualification : B.COM(Hons)
University : Ranchi University
Work Experience : NIL
Internship Org : Central Coalfield Limited
Topic : Working Capital Management



MUKESH CHOWDHURY
Age : 25
Minor : Marketing
Qualification : B.COM(Hons.)
University : Calcutta University (G.B.Timber)
Work Experience : 8 months
Internship Org : Bank Of Baroda
Topic : Credit Appraisal on SMEs



PALLAVI ATTALANI
Age : 23
Minor : Marketing
Qualification : B.COM(Hons.)
University : University Of Calcutta
Work Experience : 18 months (Free-Lancing for various Event Management companies)
Internship Org : Ortem Securities
Topic : Equity Research - Company analysis & valuation



PUJA SHARMA
Age : 24
Minor : Marketing
Qualification : B.COM(Hons.)
University : University Of Calcutta
Work Experience : NIL
Internship Org : Allahabad Bank
Topic : Credit monitoring & NPA management



RAJARSHI BHATTACHARYA
Age : 26
Minor : Marketing
Qualification : B.Tech (Electrical Engineering)
University : West Bengal University of Technology
Work Experience : 32 months (Associate Consultant in Oracle Financial Services Software Limited.)
Internship Org : Sibia Analytics
Topic : Analysis of daily activities in the company over a period of time

Finance



RISHIKA KAJARIA
Age : 23
Minor : HR
Qualification : BBA Honours
University : Jadavpur University
Work Experience : NIL
Internship Org : The Tinplate Company of India Limited
Topic : 1.Implementation of Internal Financial Control at TCIL under Companies Act 2013;
 2. Risk Management Process followed in TCIL



RITU HALDER
Age : 21
Minor : Marketing
Qualification : BBA Honours
University : University of Calcutta
Work Experience : NIL
Internship Org : Punjab National Bank
Topic : Credit Risk



ROHAN BHATTACHARYA
Age : 24
Minor : Marketing
Qualification : B.Tech(EE)
University : WBUT
Work Experience : NIL
Internship Org : Ideal Analytics
Topic : Insurance analytics on different dimensions



RUNA BISWAS
Age : 22
Minor : Marketing
Qualification : B.Sc(Chemistry Hons.)
University : West Bengal State University
Work Experience : 7 months (B.P. Construction & Co.)
Internship Org : Union Bank Of India
Topic : Role of Education Loan in Retail Advance



SAUMYASREE GHOSAL
Age : 23
Minor : Marketing
Qualification : B.Sc.(Economics Hons.)
University : Calcutta University
Work Experience : NIL
Internship Org : Aditya Birla Finance Limited
Topic : Exploring alternate channels for CMG business



SHILPY SUR
Age : 22
Minor : Marketing
Qualification : B.Com(Hons)
University : University of Calcutta
Work Experience : NIL
Internship Org : Manyavar
Topic : Financial Analysis of Vedant Fashions Pvt. Ltd.- Manyavar

Finance



SHIROPA DAS
Age : 26
Minor : Marketing
Qualification : B.Tech(C.S.E.)
University : West Bengal University Of Technology
Work Experience : 43 months (A&S Traders)
Internship Org : Bajaj Capital
Topic : Financial assessment & need analysis of an individual



SHUBHAM CHANDRA
Age : 23
Minor : POM
Qualification : B.Com(Hons. in Accounting & Finance)
University : University of Calcutta
Work Experience : NIL
Internship Org : Aditya Birla Finance Limited
Topic : Broadening the Customer Base for Aditya Birla Finance Limited through Intermediaries



SIDDHARTHA BASU
Age : 23
Minor : Marketing
Qualification : B.Tech(ECE)
University : West Bengal University of Technology
Work Experience : NIL
Internship Org : IMRB International
Topic : Understanding the illicit cigarette industry in a prominent market of a country in Indian Subcontinent and assess the threat it possesses to the legit space



SOHIT JAISWAL
Age : 24
Minor : Marketing
Qualification : B.Com (Accounting&Finance)Hons
University : Calcutta University
Work Experience : NIL
Internship Org : Aditya Birla Finance Limited
Topic : Broadening the Customer Base for Aditya Birla Finance Limited through Intermediaries



SOUHARDYA SARKAR
Age : 30
Minor : Marketing
Qualification : B Tech(Electrical)
University : WBUT
Work Experience : 72 months (HCC Ltd & Afcons Infrastructure Ltd)
Internship Org : Bajaj Capital
Topic : Financial Planning and need analysis for individual



SOUMIK BOSE
Age : 25
Minor : Marketing
Qualification : B.Com(Hons. in Accounting & Finance)
University : University of Calcutta
Work Experience : 24 months (Shalimar Chemicals Pvt Ltd.)
Internship Org : Punjab National Bank
Topic : Credit Appraisal

Finance



SUBHADEEP MONDAL
Age : 26
Minor : Systems
Qualification : B.Tech(E.C.E)
University : WBUT
Work Experience : 24 months (Infosys Limited)
Internship Org : Bajaj Capital Ltd
Topic : Financial assessment & need analysis of an individual



SUBHAV GUPTA
Age : 25
Minor : HR
Qualification : B.Com Hons.
University : Calcutta University
Work Experience : 26 months (Sunil Synthetics)
Internship Org : PSPM and Associates
Topic : Tax and Finance Planning and Review



SUMANTA DAS
Age : 31
Minor : POM
Qualification : B.E. (Civil Engineering)
University : Bengal Engineering & Science University, Shibpur
Work Experience : 71 months (PwC, CTS)
Internship Org : Data Brio
Topic : Application of analytics in HR



SUSMITA SINGHA
Age : 21
Minor : Marketing
Qualification : B.Com Honours
University : Kolhan University
Work Experience : NIL
Internship Org : Union Bank of India
Topic : Credit Appraisal Technique of Union Bank of India



SWETA JHUNJHUNWALA
Age : 24
Minor : HR
Qualification : B.COM (HONS) & Qualified CS
University : University of Calcutta
Work Experience : NIL
Internship Org : Allahabad Bank
Topic : Bank's Retail Credit Products



TRIPTI MONDAL
Age : 23
Minor : Marketing
Qualification : B.COM(Hons)
University : Calcutta University
Work Experience : NIL
Internship Org : Allahabad Bank
Topic : Credit appraisal and project financing

Finance



UJJAYINI MANDAL
Age : 25
Minor : Marketing
Qualification : BE (Chemical Engineering)
University : Jadavpur University
Work Experience : 10 months (Tata Consultancy Service)
Internship Org : Religare Security Limited
Topic : Marketing of financial product for individual investors



UPAYAN MUKHERJEE
Age : 25
Minor : Marketing
Qualification : MSc Economics
University : University of Calcutta
Work Experience : NIL
Internship Org : Ballavpur Paper Manufacturing Pvt. Ltd
Topic : World wide paper consumption and production trend and co-relation with Indian market



VIVEK ABHANI
Age : 23
Minor : Marketing
Qualification : B.Com Hons
University : Jain University, Bangalore
Work Experience : NIL
Internship Org : Ortem Securities Pvt Ltd
Topic : Equity Research - Company analysis & valuation



YASHA GHORAWAT
Age : 22
Minor : Marketing
Qualification : B.Com (Hons)
University : Jadavpur University
Work Experience : NIL
Internship Org : Allahabad Bank
Topic : Credit Appraisal



Marketing

Over the years, IISWBM has been known for churning out a talented pool of managers who have consistently proven themselves by carving a niche in the exciting domain of marketing. The curriculum and pedagogy have been structured with flexibility and adaptability to meet the demands of the corporate world. This includes incorporating the latest concepts, such as social media and its effects, in the curriculum. The focus is on practical learning through case studies, innovative activities and internships with the best marketing firms in the industry. Through a balanced blend of case-based pedagogy and real-life market exposure, budding marketers at IISWBM equip themselves with the requisite skills to intuitively understand the nuances of the local as well as global markets.

Marketing



ABHIRUP GHOSH

Age : 23 Years
Minor : POM
Qualification : B.Tech (Food Technology)
University : West Bengal University of Technology
Work Experience : Nil
Internship Org : Pepsico India Holdings Pvt. Ltd.
Topic : Detailed study of western salty snacks in the wholesale markets of Kolkata with special reference to Frito-Lay



ABHISHEK MOHANTY

Age : 26 Years
Minor : SYSTEMS
Qualification : B.Tech (Electronics & Instrumentation)
University : WBUT
Work Experience : 35 months (Infosys)
Internship Org : TCS BPS
Topic : Market Research on U.S.A's Health Care Industry



AGNITRA CHAKRAVORTY

Age : 26 Years
Minor : Systems
Qualification : B.Tech (Biomedical Engineering)
University : WBUT
Work Experience : 27 months (Tata Consultancy Services)
Internship Org : BMA Wealth Creators Ltd.
Topic : Indian Equity Market : An overview



AJIT KUMAR DUBEY

Age : 26 Years
Minor : FINANCE
Qualification : B.COM (Hons.)
University : University of Delhi
Work Experience : Nil
Internship Org : Lowe and Lintas Partners
Topic : Marketing Strategy and Planning for Different Lintas Brands



AMITAVA KABASI

Age : 24 Years
Minor : Systems
Qualification : B.Tech(Computer Science Engg.)
University : WBUT
Work Experience : Nil
Internship Org : IMRB International
Topic : Understanding the consumer in FMCG category in an Asian market



ANAND SHARMA

Age : 27 Years
Minor : POM
Qualification : B.Tech (ECE)
University : WBUT
Work Experience : 31 months (Ericsson)
Internship Org : Ideal Analytics
Topic : Use of data analytics in Pharmaceutical Industry

Marketing



ANGANA BARUA

Age : 23 Years
Minor : HR
Qualification : B.COM(HONS)
University : UNIVERSITY OF CALCUTTA
Work Experience : Nil
Internship Org : Tata Steel
Topic : To Study the Current Market Share of Tata Tiscon TMT Bars in Project Segment and suggest to increase it by 10%



ANIRBAN BHADURI

Age : 23 Years
Minor : POM
Qualification : B.Tech (Electronics and communication Engineering)
University : WBUT
Work Experience : Nil
Internship Org : SBI Life Insurance Co. Ltd.

Topic : Recruitment strategy for retail agency(metro)



ANKAN CHAKRABORTY

Age : 25 Years
Minor : POM
Qualification : B.Tech (Electrical Engineering)
University : WBUT
Work Experience : 35 months
 (1) Genus Power Infrastructures Ltd.
 (2) Cabcon India Private Ltd.,
 (3) N.G.S. Power Construction
Internship Org : Tata Steel Processing and Distribution Ltd.
Topic : Identifying TSPDL's Potential customers for Hot Rolled (HR), Hot Rolled Pickled & Oiled (HRPO) and Cold Rolled (CR) Steels in Bangalore



ANWESHA DAS

Age : 26 Years
Minor : POM
Qualification : B.Tech (Civil)
University : WBUT
Work Experience : Nil
Internship Org : Bajaj Capital
Topic : Product oriented campaign development and market penetration strategy of national pension scheme NPS



ARIJIT GHOSH

Age : 25 Years
Minor : POM
Qualification : B.TECH (Mechanical Engg.)
University : WBUT
Work Experience : 21 months Indian Seamless Metal Tube Limited
Internship Org : Lowe lintas and partners
Topic : Marketing strategy and planning for different lintas brands



AVISIKTA ROY CHOWDHURY

Age : 24 Years
Minor : HR
Qualification : B.A (English Hons.)
University : University of Calcutta
Work Experience : Nil
Internship Org : Exide Industries Ltd
Topic : Competitive Analysis of SF Sonic for Two Wheelers and Market survey for the new Growth Market of E- Rickshaw

Marketing



AYAN BASU
Age : 28 Years
Minor : Systems
Qualification : Bsc.Computer Science (Hons)
University : University of Calcutta
Work Experience : 43 months (Tata Consultancy Services Ltd)
Internship Org : DIC India Ltd
Topic : 1. To assess the customer perception about competitor brands & determine competitive positioning; 2. To assess the needs of the customers which can be incorporated into the new design of the product



CHANDRANIVA MUKHERJEE
Age : 24 Years
Minor : POM
Qualification : B.TECH (ECE)
University : WBUT
Work Experience : Nil
Internship Org : BMA Wealth Creators
Topic : Development of Mutual Funds in India



DEBAYAN MITRA
Age : 28 Years
Minor : Systems
Qualification : B.Tech (EE)
University : WBUT
Work Experience : 42 months (Tata Consultancy Services)
Internship Org : EXIDE Industries Ltd
Topic : Competitive Analysis of SF Sonic for Two Wheelers and Market survey for the new Growth Market of E- Rickshaw



DEBOLINA DAS
Age : 23 Years
Minor : HR
Qualification : B Tech Electrical Engineering
University : WBUT
Work Experience : Nil
Internship Org : IMRB Domestic
Topic : Collating findings of consumer product tests



DEBOMITA GUHA THAKURTA
Age : 24 Years
Minor : Finance
Qualification : B.A (HONS) Journalism & MassCom
University : C.U
Work Experience : Nil
Internship Org : Khadims India Ltd
Topic : A comparative consumer analysis of Khadim's, with an overview of branding in footwear retail



DEETIPRIYA DAS GUPTA
Age : 23 Years
Minor : HR
Qualification : B.Tech in Electronics and Communications Engineering
University : WBUT
Work Experience : Nil
Internship Org : Manyavar
Topic : Consumer behaviour analysis at Vedant Fashions Pvt. Ltd

Marketing



GOURAV NANDY
Age : 23 Years
Minor : Finance
Qualification : B.Tech in Electrical & Electronics
University : Manipal University
Work Experience : Nil
Internship Org : Eastern Coalfields Limited
Topic : Sales policy & strategy of Eastern Coalfields Limited



GOVIND
Age : 23 Years
Minor : System
Qualification : BCA
University : IGNOU
Work Experience : Nil
Internship Org : Lowe Lintas and Partners
Topic : Marketing Strategy and Planning for different Lintas brands



JOYDEEP SAHA
Age : 24 Years
Minor : Finance
Qualification : BBA (HONS.)
University : West Bengal University of Technology
Work Experience : 24 months (1. Koustav Pharmaceuticals 2. Zeomax India)
Internship Org : Lowe Lintas and Partners
Topic : Marketing Strategy and Planning for different Lintas brands



MOUMITA MONDAL
Age : 25 Years
Minor : HR
Qualification : B.A Economics
University : Jadavpur University
Work Experience : Nil
Internship Org : Lowe Lintas and Partners
Topic : Marketing strategy and planning for different Lintas brands



NANDINI MANNA
Age : 23 Years
Minor : Systems
Qualification : B.Tech (EE)
University : WBUT
Work Experience : Nil
Internship Org : IMRB
Topic : Product Test Evaluation of Client's In-Market Snacks vs Competition's In-Market Snacks



RAKESH BANDYOPADHYAY
Age : 28 Years
Minor : POM
Qualification : B.Tech (Mechanical)
University : WBUT
Work Experience : 18 months (Petron Engineering and Construction Ltd.)
Internship Org : BMA Wealth Creators Ltd.
Topic : An overview of Indian commodity market

Marketing



RAMASISH BHOWMIK
Age : 23 Years
Minor : Systems
Qualification : B.Tech (Mechanical)
University : WBUT
Work Experience : Nil
Internship Org : Little Laureates
Topic : Consumer Awareness, Branding and Competitive Analysis of Playschools in Kolkata, Hooghly & Howrah



ROMILA DAS
Age : 31 Years
Minor : Systems
Qualification : B.Tech(ECE)
University : WBUT
Work Experience : 45 months (1.ADA Cellworks Wireless Engg Pvt. Ltd 2. GTL Ltd.)
Internship Org : Little Laureates
Topic : Consumer Awareness, Branding and Competitive Analysis of Playschools in Kolkata, Hooghly & Howrah



ROSHNI ROY
Age : 26 Years
Minor : Systems
Qualification : B.Tech (CSE)
University : West Bengal University Of Technology
Work Experience : 31 months (Infosys Limited)
Internship Org : ICICI Prudential Asset Management Company Ltd.
Topic : Study of MF performance across equity cycles



RUPANJAN CHATTERJEE
Age : 25 Years
Minor : Systems
Qualification : B.Tech (ECE)
University : West Bengal University Of Technology
Work Experience : 12 months (RIDHIMA SOFTWARE TECHNOLOGY PVT. LTD)
Internship Org : Hindustan Coca Cola Beverages Pvt. Ltd.
Topic : Coca Cola Splash bar promotion



SABYASACHI HALDER
Age : 26 Years
Minor : Systems
Qualification : B.E.(ECE)
University : Burdwan University
Work Experience : 24 months (Tech Mahindra Ltd)
Internship Org : 91.9 Friends FM
Topic : Radio listenership habit in Kolkata & suburbs



SANGHITA MAJUMDAR
Age : 23 Years
Minor : HR
Qualification : B.B.A (Hons)
University : St. Xavier's College (Autonomous) under University of Calcutta
Work Experience : Nil
Internship Org : Bajaj Capital Ltd.
Topic : BCL's Financial Workshop Development for Corporate Sector

Marketing



SAUMODIP NANDI
Age : 23 Years
Minor : Systems
Qualification : B.Sc (CS) Hons.
University : University of Calcutta
Work Experience : Nil
Internship Org : Little Laureates
Topic : Consumer Awareness, Branding and Competitive Analysis of Playschools in Kolkata



SAURABH SHUKLA
Age : 28 Years
Minor : Systems
Qualification : B.Tech(I.T)
University : Biju Patnaik University of Technology
Work Experience : 24 months (1. Igate IMS. 2. Affairs Exhibitions and Media Pvt Ltd)
Internship Org : Hindustan Coca Cola Beverages Pvt. Ltd.
Topic : Market research & analysis of Happy Deal Stores



SNEHASISH BISWAS
Age : 22 Years
Minor : POM
Qualification : BBA (Marketing)
University : St. Xavier's College (Autonomous) under University of Calcutta
Work Experience : Nil
Internship Org : Bajaj Capital
Topic : Comprehensive study of financial assessment through financial products



SOHAM DEY
Age : 23 Years
Minor : Systems
Qualification : B.Tech (Information Technology)
University : WBUT
Work Experience : Nil
Internship Org : Godrej Interio
Topic : Analysis of The Foam Market in Kolkata and preparing a Penetration Strategy for Godrej



SOMJIT GHOSH
Age : 23 Years
Minor : Finance
Qualification : B.Com (Marketing) Hons.
University : St. Xavier's College (Autonomous) under University of Calcutta
Work Experience : Nil
Internship Org : TATA Steel Processing and Distribution Ltd.
Topic : Optimization of Inventory Level: A Detailed Analysis of Procurement Trend & Sales Trend of FY 15, which has impacted the Inventory level, to identify the reasons & control measures.



SOUMYA BHATTACHARYA
Age : 24 Years
Minor : HR
Qualification : M.A (English) Hons
University : University of Calcutta
Work Experience : Nil
Internship Org : Berger Paints India Ltd
Topic : Impact of Express Painting Advertisement on the Consumer Market

Marketing



SOURAJIT CHAKRABORTY
Age : 24 Years
Minor : POM
Qualification : B.Tech (Electrical)
University : WBUT
Work Experience : Nil
Internship Org : Bajaj Capital Ltd.
Topic : Marketing strategy in mutual fund and Distributor's sentiments on new regulation (one percent cap) and it's effect



SOUVIK DE
Age : 24 Years
Minor : Systems
Qualification : B.Tech(C.S.E)
University : WBUT
Work Experience : Nil
Internship Org : EXIDE Industries Ltd
Topic : Power Sector Generation, Transmission & Distribution Project and requirement of DC Battery & Battery Charger



SREEJA PAL
Age : 23 Years
Minor : Systems
Qualification : B.Tech (E.C.E)
University : WBUT
Work Experience : Nil
Internship Org : Little Laureates
Topic : Consumer Awareness, Branding and Competitive Analysis of Playschools in Kolkata, Hooghly & Howrah



SUBHRAJIT DAS
Age : 26 Years
Minor : Systems
Qualification : B.Tech(IT)
University : West Bengal University of Technology
Work Experience : 16 months (Cognizant Technology Solutions India Pvt. Ltd.)
Internship Org : Manyavar
Topic : Behavioral Analysis of Target Market



SUBHAJIT DUTTA
Age : 25 Years
Minor : Systems
Qualification : B.Tech(Food Technology)
University : WBUT
Work Experience : 28 months (1.Vita Rich Agro Food India Ltd. 2.Real Times Pvt Ltd)
Internship Org : Mendine Pharmaceuticals Pvt. Ltd.
Topic : Market Feasibility Study on Doxylamine succinate in combination with Pyridoxin HCL



SUBHANKAR GHOSH
Age : 25 Years
Minor : POM
Qualification : B.Tech (Dairy Technology)
University : WBUAFS
Work Experience : 23 months (SCHREIBER DYNAMIX DAIRIES LTD.)
Internship Org : ICICI Prudential AMC
Topic : Targeting and Positioning of Mutual Funds based on consumer preference to increase visibility

Marketing



SUBHRADIP SOM
Age : 24 Years
Minor : Finance
Qualification : B.Tech (Electrical Engineering)
University : WBUT
Work Experience : Nil
Internship Org : Tata Steel
Topic : Integration of TATA SHAKTEE dealers through mobile based application for capturing real time market condition



SUBHAJIT DAS
Age : 24 Years
Minor : Finance
Qualification : M.COM (Accounting & Finance)
University : University of Calcutta
Work Experience : Nil
Internship Org : 91.9 Friends FM
Topic : Radio listenership habit in Kolkata & suburbs



SUDHRITI DEY
Age : 31 Years
Minor : POM
Qualification : Sugar Technology
University : National Sugar Institute, Kanpur
Work Experience : 62 months (Mawana Sugars Ltd.)
Internship Org : Diamond Beverages
Topic : Effects of Marketing Campaigns on sales promotion for Coca-Cola products



SUDIPTA DAS
Age : 26 Years
Minor : POM
Qualification : B.E.(Textile Engineering)
University : WBUT
Work Experience : 23 months (Arvind Ltd)
Internship Org : BMA Wealth Creators
Topic : Penetration of Life Insurance and General Insurance in India



SUKAMAL DE
Age : 24 Years
Minor : Finance
Qualification : B.Sc (Economics)
University : University of Calcutta
Work Experience : Nil
Internship Org : Steel Authority Of India Limited
Topic : Assessment of Steel Requirements of Wagon Builders In and Around Kolkata



SUVOJIT MITRA
Age : 23 Years
Minor : Systems
Qualification : B.Tech (ECE)
University : WBUT
Work Experience : Nil
Internship Org : Dabur India Ltd.
Topic : 1.Market servicing , benchmarking of damage policy of dabur.2.Scope of increasing distribution in rural market.

Marketing



SWASTIKA BASU
Age : 27 Years
Minor : Systems
Qualification : B.Tech (CSE)
University : WBUT
Work Experience : 23 months (Orchid Technical Consultancy Pvt Ltd, Cyber-Swift Infotech Pvt Ltd.)
Internship Org : Lowe Lintas and Partners
Topic : Marketing strategy and planning for different Lintas brands



TIRTHESH SUR
Age : 25 Years
Minor : Systems
Qualification : B.Tech (ECE)
University : WBUT
Work Experience : Nil
Internship Org : Lowe Lintas and Partners
Topic : Marketing strategy and planning for different Lintas brands



TRIDEEB ROY CHOUDHURY
Age : 26 Years
Minor : Finance
Qualification : B.sc In Hospitality and Hotel Administration
University : National Council for Hotel Management & Catering Technology
Work Experience : 27 months (Four Fountains De-stress Spa)
Internship Org : Khadim's India Ltd.
Topic : Khadims presence as a footwear brand in the context of Indian footwear market



TRINA GIRI
Age : 23 Years
Minor : Systems
Qualification : B.Tech in Electrical Engineering
University : West Bengal University of Technology
Work Experience : Nil
Internship Org : Mendine Pharmaceuticals
Topic : Market Feasibility Study of Montelukast in combination with Levocetirizine vis-a-vis Brand Launch Plan



Human Resource

IISWBM is one of the first Institutes in India to recognize the importance of Human Resource Management and the need for specialized training in this regard. Ranked as one of the best and relevant by industry experts, this course aims to equip students with the competencies and skills required to manage HR. Its major thrust areas are Human Resource Planning, Human Resource Information Systems, Selection, Performance Management, Training and Development, Compensation, Administration and fostering harmonious employer - employee relationships in the framework of State regulations. The nuances of Human Resource curricula are effectively brought out to the students which provides a vital accumen needed in the present global scenario.

Human Resource



ANGIRA MAZUMDER
Age : 26 years
Minor : Marketing
Qualification : BBA(H)
University : WBUT
Work Experience : 28 months (1. Adecco India Pvt. Ltd. 2.Xplore-Tech-Services Pvt. Ltd.)
Internship Org : State Bank of India
Topic : Arrest of NPA in MSME loan account



ANWESHA NATH
Age : 24
Minor : Marketing
Qualification : BBA(H)
University : WBUT
Work Experience : 19 months (Digital Scorpions' Exposer Consultancy)
Internship Org : TITAN
Topic : Competency Mapping



DEBTANU DAS
Age : 26
Minor : Systems
Qualification : B.Tech in Information Technology
University : WBUT
Work Experience : 25 months (Cognizant Technology Solutions)
Internship Org : Hindustan Coca Cola Beverages Pvt. Ltd.
Topic : Overtime analysis of operators for a quarter



PALLABI BAKSHI
Age : 24
Minor : Marketing
Qualification : M.Sc (Applied Psychology)
University : Calcutta University
Work Experience : Nil
Internship Org : Paharpur Cooling Towers Limited
Topic : 1. Developing a HR competency framework for PCTL. 2. Intraorganisation communication- blueprint for the launch of company's newsletter.



SHRUTI SAMPANNA
Age : 23
Minor : Marketing
Qualification : B.com(Finance Specialisation)
University : Bangalore University
Work Experience : Nil
Internship Org : Anthroplace Consulting Pvt.Ltd.
Topic : Recruitment Process in Anthroplace consulting Pvt Ltd



SRIJITA CHANDA
Age : 24
Minor : Marketing
Qualification : B.Sc (Psychology)
University : University of Calcutta
Work Experience : Nil
Internship Org : Anthroplace Consulting Pvt. Ltd
Topic : Recruitment process and career counselling in Anthroplace Consulting Pvt. Ltd.

Production & Operations

Operations management is an academic field of study that focuses on the effective planning, scheduling, use, and control of a manufacturing or service firm and their operations. The field of operations management has been gaining increased recognition over the last two decades. Many businesses have come to realize that the operations function is just as important to their firm as finance and marketing. In concert with this, firms now realize that in order to effectively compete in a global market they must have an operations strategy to support the mission of the firm and its overall corporate strategy.



ABHISEK AOWN
Age : 27
Minor : Marketing
Qualification : B.Sc (Chemistry) & B.Tech (Chemical Technology)
University : University of Calcutta
Work Experience : 15 months (Cargill Foods India)
Internship Org : Mendine Pharmaceuticals pvt. ltd.
Topic : Finding out the bottlenecks in the process

STUDENT PROFILE

Master of Human Resource Management (MHRM)

MHRM



ABHASH BHATTACHARYA

Age : 25 years

Qualification: MSc. In

Biotechnology

University: VIT University, Vellore

Work Experience : Nil

Internship Org : Shoppers Stop Limited

Topic : Training need analysis of shop floor employees and possible HR interventions



ADITI BHANJA

Age : 23 years

Qualification: BBA (Hons.)

University: Calcutta University

Work Experience : Nil

Internship Org : IOCL

Topic : Competency model of sales persons of IOCL through behavioral event interview, contract labour and FAQs



ADITYA GUHA

Age : 23 years

Qualification: Btech. (ECE)

University: West Bengal

University of Technology

Work Experience : Nil

Internship Org : Spencers Retail Limited

Topic : Work force Discipline - Measures & HR Solutions.



AMRITA BANERJEE

Age : 24 years

Qualification: B.Com (Hons.)

University: Calcutta University

Work Experience : Nil

Internship Org : Aditya Birla (Rishra)

Topic : Absenteeism at the Workplace



ANKITA BANERJEE

Age : 23 years

Qualification: BSc.

(Hons)

University: Calcutta University

Work Experience : 14 months (Bharat Enterprises)

Internship Org : Stone India Limited

Topic : Performance appraisal system at Stone India Ltd.



ANKITA CHAKRABORTY

Age : 23 years

Qualification: Btech.

University: West Bengal

University of Technology

Work Experience : Nil

Internship Org : Shoppers Stop Limited

Topic : Employment satisfaction



ARNAB CHOUDHURY
Age : 23 years
Qualification: BBA (Hons.)
University: West Bengal University of Technology
Work Experience : Nil
Internship Org : Durgapur Projects Limited
Topic : Employee Promotion



ARPITA SINGH
Age : 23 years
Qualification: BSc. (Hons)
University: Banaras Hindu University
Work Experience : Nil
Internship Org : People Power
Topic : Planned interventions for bridging the competency gap & increasing effectiveness of performance assessment at Electrosteel Steels Ltd.



BAPPADITYA CHAKRABORTY
Age : 26 years
Qualification: Btech.
University: West Bengal University of Technology
Work Experience : 14 months (Saini Hyundai)
Internship Org : Mendine
Topic : KPI identification and variable pay design & implementation



DIBYENDU PANJA
Age : 25 years
Qualification: Btech.
University: West Bengal University of Technology
Work Experience : Nil
Internship Org : Bajaj Capital
Topic : Recruitment and selection



DIYA GUPTA
Age : 23 years
Qualification: BBA (Hons.)
University: Calcutta University
Work Experience : Nil
Internship Org : Andrew Yule
Topic : Effectiveness of Performance Appraisal System



GOURAV NAG
Age : 28 years
Qualification: B.E.
University: Burdwan University
Work Experience : 44 months (Elcome integrated Systems Pvt. Ltd.)
Internship Org : SREI Infrastructure
Topic : Technology In HR



INDUJYOTI KAR
Age : 25 years
Qualification: B.Tech (Electronics and Communication)
University: West Bengal University of Technology
Work Experience : NIL
Internship Org : Aditya Birla (Rishra)
Topic : Basic need wages



KHUSHBOO KUMARI
Age : 26 years
Qualification: M.A (Political Science)
University: Ravindra Bharti University
Work Experience : NIL
Internship Org : UBI
Topic : Effectiveness of training



LAKSHMISREE GHOSH
Age : 27 years
Qualification: B.Tech (Bio-Technology)
University: West Bengal University of Technology
Work Experience : 31 months (TCG Lifescience Ltd.)
Internship Org : Mendine
Topic : Performance Management System using variable pay



MOUMITA DAS
Age : 23 years
Qualification: B.A (English Hons.)
University: University of Calcutta
Work Experience : NIL
Internship Org : UBI
Topic : Emotional Intelligence



PALLABITA BASU
Age : 24 years
Qualification: B.Tech (Ceramic Technology)
University: West Bengal University of Technology
Work Experience : 13 months (Torrecid India Pvt. Ltd.)
Internship Org : TSPDL
Topic : Cultural Assessment and Effectiveness of Leadership System of TSPDL.



POOJA DHAR
Age : 23 years
Qualification: B.Com (Computer Application Major)
University: University of Calcutta
Work Experience : NIL
Internship Org : UBI
Topic : Emotional intelligence and emotional jobs in a bank

MHRM



PUJA PODDER
Age : 23 years
Qualification: B.Tech (IT)
University: West Bengal University of Technology
Work Experience : NIL
Internship Org : Balmer Lawrie
Topic : Medical Assistance Scheme for the Non- Officers



RAPTI BAGCHI
Age : 22 years
Qualification: BBA (HR & Finance)
University: Birla Institute of Technology, Mesra
Work Experience : NIL
Internship Org : SAIL
Topic : Training & development with special emphasis on multiple skills



RUMA MALAKAR
Age: 32 Years
Qualification: B.Sc in Human Physiology
University: Vidyasagar University
Work Experience: 60 Months (Aforeserve.com Ltd.)
Internship Org: Tata Business Support Services Ltd
Topic: Project Constellation - An initiative to create a company & educational institutes ecosystem for better resourcing and placement



SALLY SINGHA
Age : 22 years
Qualification: B. Com(Hons)
University: Gauhati University
Work Experience : NIL
Internship Org : SAIL
Topic : Evaluating the effectiveness of training programmes at Durgapur Steel Plant



SANAH FATEMA
Age : 23 years
Qualification: B.Sc(Hons.)
University: University of Calcutta
Work Experience : NIL
Internship Org : Future Group
Topic : Employee motivation



SHAONI SEN
Age : 21 years
Qualification: B.Sc (HONS.)
University: University of Calcutta
Work Experience : NIL
Internship Org : Pantaloons
Topic : Standard operating procedure of the fun zone and standardization of employee of the month process

MHRM



SHREYA DATTA
Age : 23 years
Qualification: BBA(Hons.)
University: West Bengal University of Technology
Work Experience : 24 months (Exalt Infra-nirmaan Pvt. Ltd.)
Internship Org : IOCL
Topic : Competency of salesperson & Compliance of ESI Act in IOCL



SUBHADIP GANGULY
Age : 23 years
Qualification: B.TECH
University: West Bengal University of Technology
Work Experience : NIL
Internship Org : GRSE
Topic : Contract Labour Management



SWATI SINGH
Age : 25 years
Qualification: BA(Hons)
University: Ravenshaw University,Cuttack
Work Experience : NIL
Internship Org : TATA Steel
Topic : Designing Onboarding program for Tata Steel

PLACEMENT REPORT (2014-15)

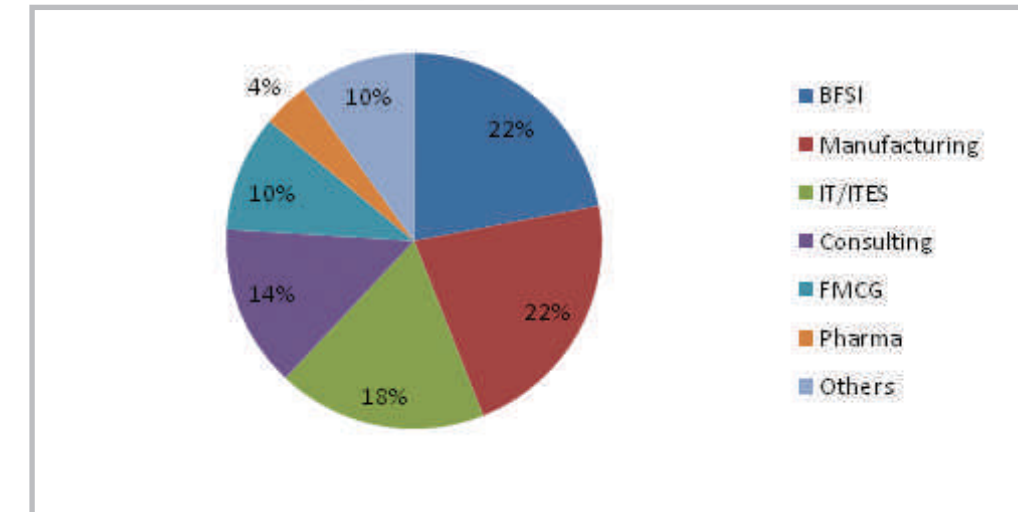
Particulars	MBA	MHRM
Percentage of students placed	95%	80%
Eligible students	108	41
No. of students placed	97	30
Self placed/ Joined family Business	6	3
Highest CTC (LPA)	7.5	7.25
Average CTC (LPA)	6	4.8
Median Salary (LPA)	5	5.5
No. of company participated	55	28
First time recruiters	43%	41%
Summer Internship	100%	100%

SALARY MIX

Discipline	Highest Offer	Average Offer	Profiles Offered
Marketing	7.5	5.47	MT, OT, Sales Trainee, Asst.Store Manager
Finance	7.5	5.48	MT, Analyst, Credit Analyst, Deputy Manager (Business Loan), MT-CRM
HR	7.25	4.35	MT, HR Executive
Systems	5.3	5.3	MT, Asst. Systems Analyst

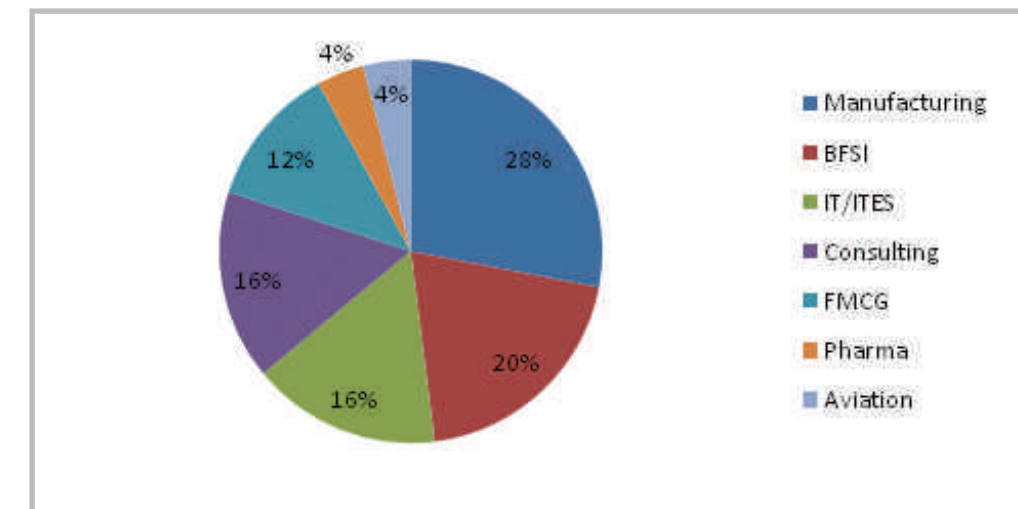
MBA

Industry Classification (2014-15)



MHRM

Industry Classification (2014-15)





Beyond the Classroom

Confab

It is the annual alumni meet of the MHRM department. Every year the event is attended by the alumni revisiting the golden days and to connect with the current students and Faculty. Confab comes as a bridge between the classrooms of IISWBM and the boardrooms of the corporate.

Genesis

The MHRM department presents Genesis every year as an effort to provide a platform to test, through practical application, the management theories taught within the four walls of the classroom. The aim is to create a progressive and a constructive environment of competition to expose students to modern challenges. This year Genesis saw participation from 20 odd B-schools and graduate colleges across the country.

Insight

It is the annual corporate panel are about to enter. The discussions are based on relevant topics discussion. The event provides a platform for direct interaction between the students and eminent corporate citizens, lending students an insight into the world they in the various domains of management.

Kuber

It is the flagship event of Finvestec, the finance club of IISWBM. The club hosted a quiz, a stock trading game and a case study competition to nurture the interest of the students in the domain of finance.

Maarg

A socio-marketing initiative, Maarg is also the annual event of the marketing club. This year the club hosted events such as a sit and draw competition for the under privileged children, 'Sell for a Cause' and the brand revival game-'Resurrection'.

Managereal

It is the annual inter B-school fest of the Institute. Students participate in various management games which test them on skill sets that are a pre-requisite for every manager to make a mark in the corporate world.



Annual International Conference

Modern world is witnessing development activities at a very fast pace. The impact of this process has led to many crises. Globally, thereby rising fundamental questions on the sustainability of structural discourses and models of management. This conference theme propose to focus on contemporary practices of management science in general and management of more social welfare issues in particular

Paradigm

It is the annual reunion of the MBA (Day) department of IISWBM. It is the melting pot of the past and present, where students get an opportunity to interact with our alumni.

Alumni Committee

It comprises of a group of students, who keep a tab on the prestigious alumni which our college boasts of. The committee strives to nurture a continuous and mutually beneficial relationship with the alumni, the faculty and the Institute.

Events Committee

The academic year features three major events which are spearheaded by the events committee under the guidance of the faculty and the cooperation of the students.

Placement Committee

It is formed by the unanimous decision of the student body. This committee has the prime responsibility of coordinating training and placement activities for the students.

Brochure Committee

The placement brochure projects the Institute's and student's profile to the industry. The responsibility of creating the brochure rests on the shoulders of the students of the Institute.

Sports Committee

This committee was formed with a view to encourage the sporting and athletic talent of the student body.

Resonance

This club was formed with the aim of bringing together all the budding and professional photographers of the Institute. Over the past three years the club has organized various photography events, both intra and inter-college competitions and exhibitions.

Verkoop

It is the marketing club of IISWBM. The aim of the club is to bring the marketing world closer to the students by organizing activities like case studies, quizzes and interactions with the corporate world. The main events of this club are Markomania and Maarg.

Our Alumni



Amit Sinha
VP & Head Cobrands
SBI Cards (GE Capital SBI JV)

Amrita Ghosh
People Advisor
Accenture

Anindya Gupta
Associate Director,
Nielsen

Anirban Mitra
Head HR
Vesuvius India Ltd.

Anupam Ray
Associate Director
Management Consulting
KPMG

Arif Ahmed
Director
Ahmed Management Technologies Pvt. Ltd.

Avik Ghosh
Analyst
WNS Global Services

Ayaskanti Bhattacharjee
GM Marketing
AkzoNobel

Dency Mathew
Associate Process Manager
Eclerx Services Ltd.

Debroop Dutta
Regional Sales Head
Indiabulls Housing Finance Ltd.

Debabrata Mukherjee
VP-Marketing & Commercial
Coca Cola

Dulles Krishnan
Exe. Director
Commerce Solutions-IBM India

Gaurav Chatterjee
VP Digital Initiatives
Kotak Mahindra Bank

Kaushik Nandi
Group HR Director
IMRB International

Kalyanmoy Chatterjee
CEO- Consumer Experience,
GFK

Kaushik Das
Global Risk Trainer
Standard Chartered

Madhusudan Dutta
Corporate Strategy & Planning
(Human Capital)
SREI

Navajit Mitra
Associate Director
Standard Chartered Private Bank

Phalguni Bole
VP, Branch Operations
GE Capital

Partha Mukherjee
VP
SKS Microfinance

Partha Pratim Dutta
Secretary General
Hotel & Restaurant
Association of Eastern India

Pramit Sen
AVP, HDFC Life

Raja Banerjee
GM Marketing
Berger Paints Ltd.

Sonalika Johri
Sr. Manager & HR Lead
BNFS, Syntel Ltd.

Shikha Gupta
Director - HR
Schneider Electric

Soumit Chattopadhyay
Associate Director
PWC India

Shuradi Banerjee
Divisional Manager
Consumer Insights & Analytics
ITC Foods

Subhasish Sain
Head - Manufacturing
Allied Blenders & Distillers Pvt. Ltd.

T.K. Srirang
Head-HR
ICICI Bank

Tapan Kumar Ghosh
General Manager-HR,
McNroe Consumer Products

Zahir Abbas
AVP - Operations
Evaluate Serve

Partial List of Recruiters

ABP
Nielsen
ACC Ltd.
Adani Enterprises Ltd.
Abbot
Bajaj Allianz Life Insurance Co. Ltd.
Blue Star
Balmer Lawrie & Co. Ltd
Capital First
CESC Ltd.
Citibank India
Cognizant
Crisil Ltd.
Dabur India
Electrosteel Pvt.Ltd.
Exide Industries Ltd.
Forbes & Company Ltd.
GFK Mode Pvt. Ltd.
GSK
Hafele India Pvt. Ltd.
HDFC Bank Ltd.
HCL Technologies Ltd.
HSBC India
Hindustan Unilever Limited
ICICI Bank Ltd.
IDFC Ltd.
IMRB International
Infosys Limited
Indiabulls
IndusInd Bank
ITC
Jubilant FoodWorks Ltd.
Kotak Life Insurance
KPMG (GDS)
L&T Finance Holdings Ltd.
Magma Fincorp Limited
Mahindra & Mahindra Ltd.
Manyavar
MCC PTA India

McNroe Consumer Products Pvt.Ltd.
Mjunction Services Ltd.
Madhura Fashion & Life Style
Mendine Pharmaceuticals Pvt.Ltd.
NSE
NRI FT India
Philips India
Ramkrishna Forgings
Reliance Capital
Ruchi Soya Industries Ltd.
SABMiller India
Schindler India Pvt. Ltd.
Srei Infrastructure Finance Ltd.
TMILL
TSPDL
Tata Consultancy Services Ltd.
Titan Industries Ltd.
The Smart Cube
Ujjivan
United Biscuits Pvt.Ltd.
Vodafone India
Wipro
Whirlpool India
Zee Entertainment Enterprises Ltd.





Placement Guidelines

Final Placements

The campus recruitment season at IISWBM commences normally from the first week of November or earlier depending on intervening festival holidays. In the event of final selection, students are allowed to join from 1st June in the next calendar year.

Dates at a Glance

Upcoming Summer Internship	May-June'2016
Campus Placement Drive	2.11. 2015 onwards
3rd Semester Examinations (Tentative)	1st/2nd week of December'15
4th Semester Examinations / Viva (Tentative)	April - May'2016
Durga Puja Vacation	17.10.15 to 28.10.15

Recruitment Process

- Placement Brochure and updated Batch Profile is shared with the prospective recruiter
 - A mutually convenient date and time shall be intimated to the recruiting company
 - The Institute encourages organizations to deliver/share a PPT.
 - During placement season, there could be a possibility of two or more companies conducting placement drive simultaneously. In such case, whichever company rolls out the job offer first shall get the candidate
- In order to facilitate the recruitment process, Institute will provide the necessary infra-structure
- Students are free to apply to any number of organizations participating in our campus process. However, once the placement office is notified in writing by the recruiting company about final selection/job offer to a particular student such student is immediately withdrawn from the placement process
 - Companies participating in the Institutes Placement Process may kindly note that delay in announcing/confirming the job offers, may result in the selected/shortlisted candidate being placed in another company
 - An organization is free to choose its criteria and method of selection and interview
 - Students location preference/constraint will not be entertained for any reason whatsoever

Contact Us



Placement Department

Prof. Ram N Koner
Head - Placements
Mobile: +91-9830490573
Email: ram.koner@iiswbm.edu

Mr. Vishal Francis Gaitano
Training & Placements Officer
Mobile: +91-97486 00403
E-mail: vishalfrancis@iiswbm.edu

Direct Phone: +91 33 22413079
E-mail: placements@iiswbm.edu

Student Placement Coordinators

MBA

Anwasha Nath +91-83359 36706
Abhishek Mohanty +91-94322 10020
Shilpi Sur +91-89814 60032
Subhankar Ghosh +91-98363 39587
Upayan Mukherjee +91-80135 06215

MHRM

Abhash Bhattacharya +91-91633 74741
Pallabita Basu +91-90517 72611
Sally Singha +91-70443 89950

E-mail : campusplacement@iiswbm.edu

Follow us on www.iiswbm.edu (placement link)

Student Brochure Coordinators

Akanksha Sinha
Puja Sharma

Indian Institute of Social Welfare & Business Management

Management House, College Square West, Kolkata 700 073
Phone: +91 (033) 2241- 3756/5792/8694/8695/4023 7474
Fax: +91-(033)- 2241-3975
Website: www.iiswbm.edu

Various Courses Offered

Degree / Diploma awarded by University of Calcutta

- M.Phil/Ph.D in Management
- MBA (day) & MBA (evening)*
- Masters of Human Resource Management, (MHRM) *
- Master of Public Systems Management (MPSM) with specialization in Environment or Energy or Health Care & Hospital or Transportation and Logistics Management *
- Masters in Social Welfare (MSW)
- Master in Retail Management (MRM)
- Post-graduate Diploma in Sports Management (PGDSM)(one year full time).
- Post Graduate Diploma in Media Management jointly with Calcutta Media Institute (One year) (PGDMM)
- Post Graduate Diploma in Telecom Management (PGDTM) in collaboration with BSNL (one year full time plus 3 months Industrial internship).
- Advanced Diploma in Fire Management (ADFM) affiliated to West Bengal State Council of Technical Education (WBSCTE) (one year full time and 18 months evening).

Programmes approved by AICTE *

Board of Governors

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

Dr. Sugata Marjit
Vice-Chancellor
University of Calcutta

Mr. Samar Ghosh, IAS (Retd.)
President's Nominee

Mr. Naparajit Mukherjee, IPS (Retd.)
President's Nominee

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. R. N. Chaudhuri
Director
All India Institute of Hygiene & Public Health

Shri Sunil Munshi
Director (Personnel)
Andrew Yule & Co. Ltd.

Shri K. K. Bangur
Representative
Indian Chambers of Commerce

Mr. Amitabha Datta
Member

Shri S. P. Bakshi
Representative
Indian Jute Mills Association

Smt. Tripti Gurha
Director (Technical)
Ministry of Human Resource Development
Department of Higher Education
Government of India

Mr. M K Bhardwaj
Representative
The Associated Chambers of
Commerce & Industry

Shri Prabir Chakravarti
Representative
Bharat Chamber of Commerce

Shri Amit Kr. Sen
Representative
Bengal National Chamber of
Commerce & Industry

Mr. P. Roy
Representative
The Bengal Chamber of
Commerce & Industry

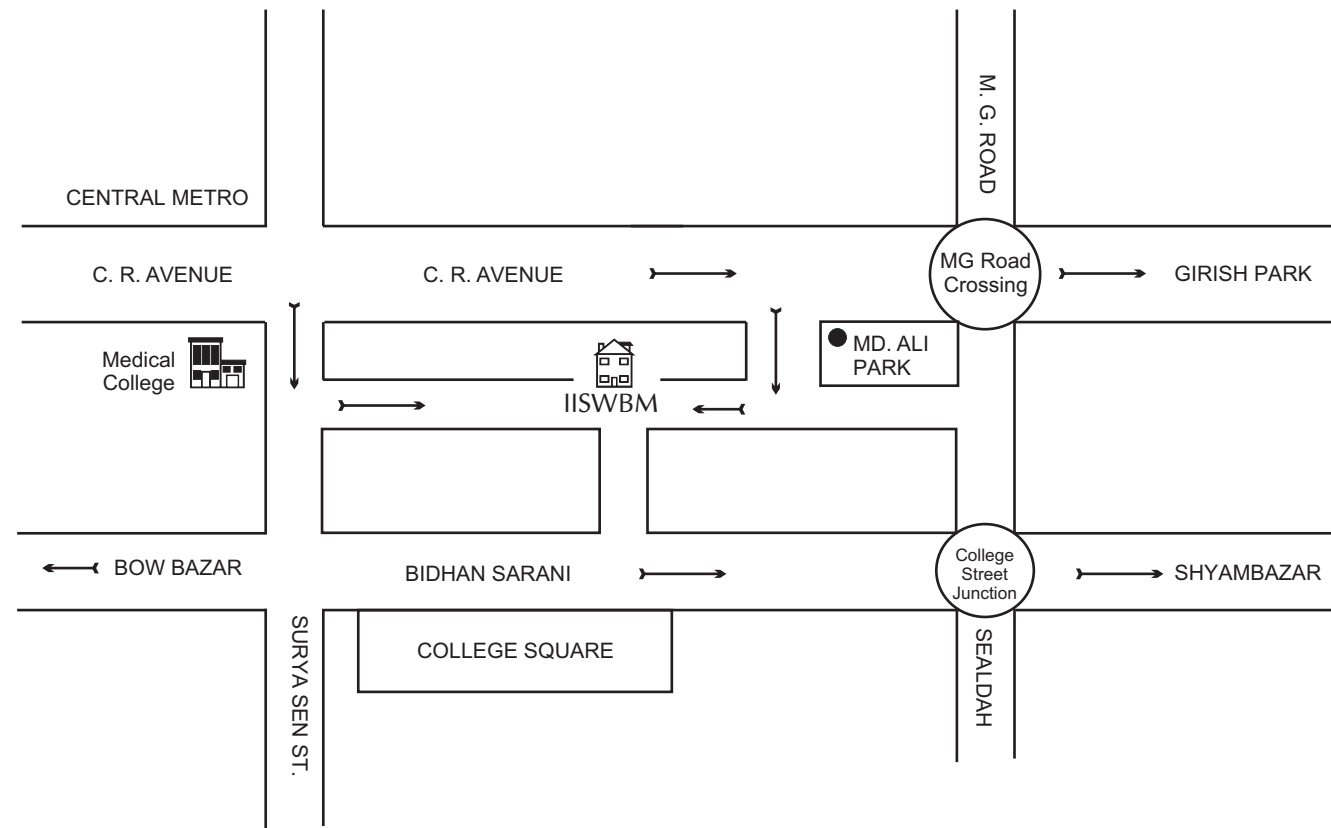
Shri S. B. Ganguly
Member

Shri D. K. Sanyal
Treasurer

Dr. Amitava Sarkar
Member Secretary & Director, IISWBM

Route Map

Route Map- 1



Route Map- 2

