

Course Fee

1st Semester :	Rs. 45,000/-
	Rs. 5,000/- (Library Caution deposit , Refundable)
2nd semester :	Rs. 45,000/-

How to Apply

Option I

- Online application through Debit / Credit Card

Option II

- Online application through State Bank of India, Power Jyoti Account of IISWBM (A/c No. 32495656710)

Option III

- Collect from the reception counter of IISWBM Application Form and Admission Brochure against Cash Payment of Rs. 200/-
- The last date for issue and submission of the completed admission form is 25th February, 2017

Admission Schedule

Last Date of Issue & Receipt of Application Forms:
25th February, 2017

Date of PI
27th-28th February, 2017

Publication of Selection List
2nd March, 2017

Session Begins:
17th March, 2017



Academic Setup

DIRECTOR

Dr. Amitava Sarkar, Ph.D

DEAN

Dr. K. M. Agrawal, Ph.D

HEAD

Dr. Sarbani Mitra, B.Ed. PGDMEnvM, PGDSA, MBA, Ph.D, Head-EPGPM

PROFESSORS

Dr. Amitava Sarkar, Ph.D
Dr. B. K. Choudhury, B.E, Ph.D, Head- MPSM
Dr. Chinmoy Jana, M.Sc, M.Tech, Ph.D
Dr. K. M. Agrawal, Ph.D
Dr. Kumkum Mukherjee, M.Sc, Ph.D (CU)
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), Head-MBA
Dr. Tanima Ray, M.A. (CU), RTP (CSSSC), Ph.D (CU), PGDBM (IIM, Calcutta)

ASSOCIATE PROFESSORS

Dr. Anupam Ghosh, M.Com, M.Phil, PGTLM, Ph.D
Dr. Archana Sharma, MBA, Ph.D,
Dr. Dipa Mitra, Ph.D (University of Calcutta), Postdoc (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, Head-MRM
Dr. Jayanti De, M.A., M. Phil., Ph.D
Dr. Jhumur Biswas, M.Sc. M.Tech, Ph.D
Dr. Sarbani Mitra, B.Ed. PGDMEnvM, PGDSA, MBA, Ph.D, Head-EPGPM

ASSISTANT PROFESSOR

Mr. Ankan Banerjee, M.A, PGDSM
Mr. Arindam Dutta, B.E., M.Tech
Mr. Buddhadip Mukherjee, MPMIR, (Psychology, BHU) DSW (Calcutta), CoA (Mind Mapping) (PDC, Singapore)
Dr. Madhab Milan Ghosh, M.Com, Ph.D
Ms. Malini Nandi Majumdar, MBA
Mr. Manjit Sarkar, MBA (BU) FDPM (IIMK), UGC-NET
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.B (Hons.), LL.M (University of Cambridge, UK)
Ms. Sona Banerjee, MA (Education), PGD Mass Communication (JU), CELTA/RSA (Cambridge University)
Mr. Subhasis Ray, M.Stat, M.Tech (Comp Sc.)
Dr. Surajit Chakraborty, M.Sc, Ph.D
Dr. Soubarna Pal, M.Sc (Cardiff University, UK) Ph.D (Cardiff University, UK)

ASSOCIATE SENIOR FACULTY MEMBERS

Dr. Kalyan Sankar Sengupta, M.Sc, Ph.D, Head-Computer Department
Ms. Sujata Saha, MBA (IISWBM), FCA (ICAI)

RESEARCH FELLOW AND TEACHING ASSISTANTS

Ms. Sreeja Banerjee, MBA (WBUT)

VISITING FACULTY

Sri Anil Kr. Banerjee, GDMM, PHDBM, MBA (IB)
Sri Arnab Majumdar, M.Sc (Econ), MBA
Sri Ashis Mitra, A.C.A.
Sri Dibyendu Nandi, B.E & PGDM
Sri D. N. Chakraborty, BE (Mech), FIE, GD.M.M., FWM, L.M., ASCI
Dr. Kamal Mukherjee, BE, MBA (XLRI) Fellow (XLRI)
Prof. Manab Mukherjee, M.Com., AICWA
Dr. Nilanshu Bhattacharya, M.Com., MBA, LLM, Ph.D.
Prof. Proloy Purkayastha, B.ChE, M.Sc (Engg) UK
Sri. Ranjit Kr. Goswami, M.Com., LLB, MBA
Sri Saibal Chatterjee, M.A., PGDM (IIM- Ahmedabad)
Dr. Tridib Chakraborty, M.Sc., Ph.D.
Sri U. K. Ain, M.Com., CAIIB
Sri U. K. Bandyopadhyay, MA, DSW, ADPM

Administrative Setup

Director	:	Prof. (Dr.) Amitava Sarkar
Institute Dean	:	Prof. (Dr.) K.M. Agrawal
Registrar (Acting)	:	Mr. Santanu Bhattacharyya
Finance Officer	:	Mr. Santanu Bhattacharyya
AAO	:	Mr. Rangan Dutta Gupta
Librarian	:	Ms. Susmita Ray

Executive PG Programme in Management

One Year Weekend Programme
For Professionals / Working Executives

ADMISSION BROCHURE
2017-2018



IISWBM
Our graduates nurture and build companies





Prof. (Dr.) Amitava Sarkar
Director

objective is to create managers who can operate efficiently across the globe, can excel in a multicultural environment and can negotiate confidently across cultures. Quality management programmes are run here, leading to post-graduate degrees and diplomas.

MISSION

IISWBM's mission is to impart management education, develop managerial talent and sharpen the competitive managerial ability of its students so that they can outperform in the borderless business world of tomorrow.

INFRASTRUCTURE

The campus is located in the heart of the city of Kolkata. The Institute is located in a seven-storied building with floor-space of 80,000sq. ft. It houses 27 well-equipped air-conditioned class rooms, Seminar rooms, Auditorium, Assembly Hall, a Conference room, Board room and Faculty rooms.

FACULTY

It ranked amongst the top B-schools of the country in terms of Intellectual Capital. IISWBM's richest resource lies in its faculty. Drawn from diverse backgrounds, the faculty is dedicated to the development of the Institute and besides their teaching commitment, the faculty members are actively engaged in research and consultancy work. Papers are regularly presented by faculty members in various international and national seminars.

CENTRAL LIBRARY

The Institute has an excellent air conditioned library containing multiple copies of latest text books in all functional areas of Management. Current International and National journals and periodicals on relevant topics are also available. There are more than 51000 books in the library. A good collection of CD-ROMs and DVDs are also available for students. The Central Library has electronic books (from Cambridge & Springer), electronic journals (Ebsco) and Company Databases. It is one of the most well stocked libraries in the discipline of Management. The services are fully computerized. The Library uses Libsys for day-to day activities. This is an open-shelf library where students can access the books and journals easily. Facilities are available for photocopying relevant portion of books and journals.

IT FACILITIES

The Institute has two labs viz the Business Intelligence Lab (BIL), and Cyber Room. Both are equipped with the appropriate hardware, software tools and packages for academic research as well as managerial purposes.

EPGPM - A Weekend Programme

This is a weekend Executive P.G programme in Management. It has been designed to improve the

understanding of important elements of the multidisciplinary and complex process of management and to bring out and enhance the untapped inherent business and managerial skills, and potential of working executives.

The programme aims to prepare participants for assuming responsible positions in organisations with specialised knowledge and to equip them to face modern day challenging business situations and deal with problems relating to men, resources, finance and other functions of the organisation. The programme caters to the industry's overwhelming demand for such trained personnel.

EPGPM programme will be offered in two semesters, i.e. two semesters in one year. In the first and second semester, the candidates will have to take compulsory subjects (five subjects) & specialisation papers.

Eligibility

Candidates for admission must:

- (i) Have a Bachelor Degree in any discipline from a recognised University.
- (ii) Have work experience for at least one year.

Admission Procedure

Candidate will be admitted to the EPGPM programme on the basis of academic record, work experience and performance in the Personal Interview.

Attendance

To be eligible for Semester Examinations, a student is required to have a minimum of 60% attendance in the classes in the respective semester. The students, in their own interest, are advised to keep track of their attendance so that there is no shortfall.

Class Hours

On Fridays 2 hours evening class from 6.30 pm to 8.30 pm & on Saturdays two evening classes from 5 pm to 7 pm & 7 pm to 9 pm. Depending on requirement extra classes may be arranged on any weekdays and timings also may be suitably fixed.

Passing Criteria

Pass marks will be 40% in each subject to be computed on the basis of the performance in case studies, seminar presentation and written examination in each semester. After completing two semester examinations, successful students obtaining 60% and above in aggregate will be placed in the First Class and 75% and above will be awarded Distinction. Those passing the examination with pass marks between 40% and 59% will be placed in the Second Class.

If any Candidate, fails to qualify / absent oneself in the Semester end examination, only one re-examination will be held in the similar semester examination of the next batch as per the academic system of the Institute. In the event of the Candidate failing in the said re-

examination attempt, such Candidate will have to take fresh admission.

PG Diploma

The Executive Post-Graduate Diploma in Management will be awarded to the candidates after passing all the semester examinations and project & viva.

Teaching Methodology

The method of teaching is through lecture sessions explaining the conceptual frame work and practical implications of the subject matter. Besides lectures, case studies, presentations based on live problems, project work, seminar presentations, interactive sessions, audio visual aids will form important components of training methodology. When necessary Library Work and Literature Survey will form important parts of learning. Students are encouraged to prepare case studies on the basis of their experiences on jobs.

Curriculum

Course details :

Duration : 1 (one) year academic programme
 Pattern : Semester System (Two Semesters)
 Course Structure : Two Semesters of six months each & two months for project work & viva-voce
 Subjects covered : Semester- wise:-

Course Curriculum

COMPULSORY PAPERS

Semester	Paper Code	Subject
1st	101	Business Economics & Business Law
1st	102	Management Principles, & Strategies OB
1st	103	Finance & Supply Chain Management
1st	104	Marketing Management & Marketing Research
2nd	105	Quantitative Method & Operations & Project Management

SPECIALIZATION SUBJECTS

Specialisation Areas : Marketing Management
 Finance Management
 Human Resource Management

PROJECT & VIVA VOCE

Specialisation will be offered subject to minimum six candidates opting for any specialisation Project & viva voce of two months on individual specialisation subject.

Picture Gallery



The Institute

IISWBM

Indian Institute of Social Welfare and Business Management is the first Management Institute in India, which completed Sixty years of glorious existence on April 25, 2013. It was established in 1953 by Dr. B. C. Roy, the then Chief Minister of West Bengal, as the Founder-President and Prof. D. K. Sanyal as the first Director. The Government of India, in recognition of 50 years of existence of the Institute as the first B-School in the country, released a Commemorative Postage Stamp on IISWBM on 25th April, 2004 in New Delhi.

OBJECTIVES

Over the decades, Indian Institute of Social Welfare and Business Management (IISWBM)'s vision has been to excel in the field of management education. With the onset of globalization during the last two decades, the