

## ACADEMIC SET UP

### DIRECTOR

Dr. Amitava Sarkar, Ph.D

### DEAN

Dr. Proloy Purkayastha, B.Ch E, M.Sc (Engg) (UK), Ph.D

### PROFESSOR

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

Dr. K. M. Agrawal, M.Sc, Ph.D

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

Prof. Sanjay Bhattacharya, B.M.E. (Hons.), Fellow IIMC

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

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

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

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

Dr. Tanima Ray, PGDBM (IIM,Calcutta), Ph.D

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

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

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

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

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

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

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

### ASSOCIATE PROFESSOR

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

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

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

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

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

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

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

Dr. Sarbani Mitra, B.Ed. PGDMEEnvM, PGDSA, MBA, Ph.D

### ASSISTANT PROFESSOR / LECTURER

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

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

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

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

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

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

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

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

Ms. Malini Nandi Majumdar, MBA

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

Mr. Madhab Milan Ghosh, M.Com

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

Mr. Ankan Banerjee, M.A, PGDSM

Ms. Piyali Sengupta, M.Sc, PGDEM

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

### RESEARCH FELLOW AND TEACHING ASSISTANTS

Mr. Manjit Sarkar, MBA-Tourism

Ms. Sreeja Banerjee, MBA-HR

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



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



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



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



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

HoD - MBA, Dr. Sumati Roy

## OBJECTIVE

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

## THE COURSE AND THE DEGREE

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

## SELECTION PROCEDURE

Candidate will be required to sit for Management Aptitude Test (MAT), arranged by All India Management Association. Candidates who have taken Common Management Aptitude Test (CMAT) conducted by AICTE and / or Joint Entrance for Management Test (JEMAT) conducted by the West Bengal University of Technology will also be eligible. On the basis of the tests the candidates will be called for Group Discussion and Interview at the Institute premises. The Final List of the selected candidates will be prepared strictly on the basis of merit. Those who appeared in MAT, CMAT, JEMAT Examination after February 2013 may apply.

## ELIGIBILITY

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

- (1) Honours Degree in any discipline/Graduate in any professional course (Engineering, Medicine, 5 year LLB etc.) of a recognized University or a degree considered equivalent there to and fulfils other conditions stipulated by Calcutta University for the Course.
- (2) Candidates must have (I) a minimum of 2- years work experience (by 30th June, 2014) in Executive/ Supervisory level and (II) must be employed in a full time job at the time of admission.

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

## MIGRATION

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

## LOAN FACILITIES

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

## MEDALS

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

## COMPULSORY PAPERS

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

SPECIALISATION PAPERS

SPECIALISATION	PAPER	SUBJECT
<b>Financial Management</b>	FINM 24	Portfolio and Investment Management
	FINM 25	Management of Financial Institutions & Services
	FINM 26	Financial Control and Taxation
	FINM 27	Corporate Finance
	FINM 28	Financial Derivatives
	FINM 29	International Financial Management
	FINM 30	Risk Management and Insurance
	FINM 31	Project Planning, Analysis and Management
	FINM 32	Advanced Financial and Management Accounting

SPECIALISATION	PAPER	SUBJECT
<b>Marketing Management</b>	MKTG 24	Advertising & Brand Management
	MKTG 25	International Marketing
	MKTG 26	Sales Management
	MKTG 27	Consumer Behaviour
	MKTG 28	Marketing Research - Application & Advance Techniques
	MKTG 29	Sales Promotion & Distribution Management
	MKTG 30	Service Marketing
	MKTG 31	Rural Marketing
	MKTG 32	Neo - Marketing Trends

SPECIALISATION	PAPER	SUBJECT
<b>Human Resource Management</b>	HROB 24	Human Resource Planning
	HROB 25	Managing Interpersonal and Group Processes
	HROB 26	Human Resource Development
	HROB 27	Management of Employee Relations
	HROB 28	Compensation Management
	HROB 29	Legal Framework Governing Employee Relations
	HROB 30	Management Training and Development
	HROB 31	Cross Cultural and Global Human Resource Management
	HROB 32	Management Development for Technological Change

SPECIALISATION PAPERS

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

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

N.B. Specialisation course will be offered if at least 6 (six) students opt for such specialisation