



IISWBM

Pioneer in Management Education in India



MBA Admission Notification

IISWBM invites applications for admission to the AICTE approved three year MBA Programme (2014-2017) of Calcutta University

The three years-Master of Business Administration (MBA) degree course is affiliated to the Calcutta University and is an accredited program of AICTE. IISWBM has been offering this degree program since 1978. This program is offered to working candidates only having a minimum of 2-years work experience in an executive or supervisory role. Classes are held during evening hours and on Saturdays. The emphasis of the program is on an integrated understanding of the totality of business, its philosophy and socio-economic interrelationships. The program is specially designed to develop and enhance the basic managerial skills and abilities of students and equips them with appropriate tools of modern management techniques for better decision-making. Specialization options include Financial Management, Marketing Management, Human Resource Management, Systems Management and Production and Operation Management. This course is at par with the full time MBA day program except for its duration.

Eligibility: Honours degree/equivalent in any discipline or Graduate in any professional course (B.E., B.Tech, 5 year LLB, etc.) of a recognized university with minimum two years of work experience. **Selection:** MAT/CMAT/JEMAT score followed by GD & PI. **Application and Brochure:** May be downloaded from our website: www.iiswbm.edu and payment of Rs. 800/- made through State Bank of India Power Jyoti Account No. 32495656710 of IISWBM. These are also available from the reception counter of IISWBM on cash payment. For further details please log on to the Institute's website: <http://www.iiswbm.edu/programmes/how-to-apply.asp> Education loan assistance is available.

Classes will commence from July, 2014

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Download the 'ABP AR' app from Apple App Store (for iOS) and from Google Play Store (for Android). Open the application and focus it over the image to LIVE the experience.

Last date of issue and receipt of completed application form is May, 31, 2014

Size 24.8x15cm