

## ACADEMIC SET UP

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

### ASSOCIATE PROFESSOR

Dr. Sudeepa Banerjee, MBA, Ph.D, HoD-Department of Media Management & Coordinator MSW  
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Dr. Gairik Das, ME, MBA, (UK), Ph.D, HoD-MDP & Business Management Projects  
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 Dr. Sarbani Mitra, B.Ed. PGDMEEnvM, PGDSA, MBA, Ph.D, HoD-Fire Management

### ASSISTANT PROFESSOR / LECTURER

Dr. Amitava Mukhopadhyay, MBBS, M.Phil (Hospital & Health Management)  
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 Mr. Arindam Dutta, B.E., M.Tech  
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 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 B.O.G. 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 then Governor of W.B. with the then President B.O.G. of IISWBM, Retd. Justice Shri Chittatosh Mookerjee

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

HoD - MBA, Prof. (Dr.) Sumati Ray

**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**OBJECTIVE**

The Programme is designed to give the students a liberal business education and simultaneously prepare 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 two-year (full time) and two year (part time) Master of Business Administration (MBA) degree Course during Day and Evening affiliated to Calcutta University. The Course leads to the MBA degree of Calcutta University. The degree is recognized by the All India Council for Technical Education (AICTE), Department of Education, Ministry of Human Resource Development, Government of India.

**SELECTION PROCEDURE**

IISWBM gets the CAT score of the candidates from the IIM admission committee who have applied for admission into IISWBM. On the basis of a cut-off-mark, the candidates are called for Group Discussion and Personal Interview at IISWBM, Kolkata or other centres outside West Bengal. The final list of the selected candidates are prepared strictly on the basis of merit.

**ELIGIBILITY**

Honours candidates or equivalent course where Honours are not available, from a recognized university; Graduates in any professional course (Engineering, etc.) LL.B (5 years) of a recognized University are also eligible.

Those who will be appearing in such examinations within June 2015 may also apply.

**FOREIGN / NRI / PIO STUDENTS**

A candidate from abroad may apply giving details of academic background along with the certified copy of passport and other relevant documents ; GMAT / equivalent score is desirable. Admission may be considered subject to Bachelor's Degree qualification and any other requirements of Calcutta University.

**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 floted the "Loan Scheme", referring that the candidate is a bonafide student of the Institute.

**SCHOLARSHIP AND MEDALS**

1. D. K. Sanyal Memorial Scholarship is awarded to the candidate standing First in order of merit in the Admission test.
2. D. K. Sanyal Memorial Gold Medal is awarded to the candidate standing First in order of merit in the Final Examination.
3. Arabinda Banerjee Memorial Silver Medal is awarded to the candidate standing second in order of merit in the Final Examination.

**STUDENT PROFILE**

The Institute has cosmopolitan student profile from different states of India and countries like Bangladesh, Nepal, Bhutan, Kenya, Turkey.

**PLACEMENT**

All the students of MBA full time course get job placement support. Reputed Companies from all over the country visit the Institute for campus interviews. For Summer Placement, opportunities are available for project work all over India. The project work in companies is carried for two months, May and June, towards the end of the first year.



ABP  
 AC NIELSON  
 ACC Ltd.  
 AXIS BANK  
 Bajaj Allianz Life Insurance Co. Ltd.  
 Balmer Lawrie & Co. Ltd.  
 Bharati Airtel  
 Capgemini India Pvt. Ltd.  
 C.E.S.E. Ltd.  
 CITI BANK  
 Crisil Ltd.  
 Electro Steel  
 EXIDE INDUSTRIES Ltd.  
 Forbes & Company Ltd.  
 GFK Mode Pvt. Ltd.  
 Hafele India Pvt. Ltd.  
 HDFC BANK  
 HCL Technologies  
 HSBC  
 Hindustan Uniliver Limited  
 IBM India Pvt. Ltd.  
 ICICI Bank Ltd.  
 IDBI Bank Ltd.  
 IMRB International  
 INFOSYS Limited  
 Indiabulls  
 Indusland Bank  
 ITC PCPB  
 KPMG  
 L&T Finance Holdings Ltd.

Magma Fincorp Limited  
 Mahindra & Mahindra Ltd.  
 Mahindra Finance Ltd.  
 McNroe Consumer Products Pvt. Ltd.  
 Mjunction Services Ltd.  
 Mendine Pharmaceuticals  
 Mother Dairy  
 NSE  
 Noverties India  
 NRI FT India  
 Pricewaterhouse Coopers  
 Samsung  
 Srei Infrastructure Finance Ltd.  
 Tata Motors Ltd.  
 Tata Consultancy Services Ltd.  
 Titan Industries Ltd.  
 The Smart Cube  
 Ultra Tech Cement Ltd.  
 United Spirits Ltd.  
 United Biscuits Limited  
 Vodafone India  
 Wacker Chemie AG  
 WBPDCCL  
 WBSEDCL  
 Whirlpool India  
 XL Dynamics  
 Zee Entertainment Enterprises Ltd.

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
	<b>Marketing Management</b>	MKTG 24
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
<b>Human Resource Management</b>		HROB 24
	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>Systems Management</b>	SYST 24	Data Structure and Operating System
	SYST 25	Database Management Systems
	SYST 26	ERP and Business Process Reengineering II
	SYST 27	Systems Analysis and Design and TQM/ITM
	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
	<b>Production and Operations Management</b>	POM 24
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

