



# Master of Business Administration

University of Calcutta 2 year (Evening)

ADMISSION BROCHURE  
2017-2019

## ADMISSION SCHEDULE

|   |   |   |
|---|---|---|
| Last Date of Issue & Receipt of Application Forms | : | 16 <sup>th</sup> May, 2017                        |
| Short List of GD & Interview                      | : | 19 <sup>th</sup> May, 2017                        |
| Group Discussions & Interview                     | : | 30 <sup>th</sup> May - 2 <sup>nd</sup> June, 2017 |
| Publication of Final List                         | : | 8 <sup>th</sup> June, 2017                        |
| Session Begins                                    | : | 2 <sup>nd</sup> Week of July, 2017                |

INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

*First B-School in India*

Estd. - 1953

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# MASTER OF BUSINESS ADMINISTRATION (MBA)

University of Calcutta  
2 Year (Evening)

ADMISSION BROCHURE 2017 - 2019

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## THE COURSE AND THE DEGREE

IISWBM conducts two-year (Day/evening) Master of Business Administration (MBA) degree Course 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.

## ELIGIBILITY

1. Honours candidates or equivalent course (where Honours are not available), from a recognized university with minimum 50% marks (45% in case of SC/ ST/ PWD) in graduations. Graduates in any professional course (Engineering, etc.) LL.B (5 years) of a recognized University. Those who will be appearing for the examinations within June 2017 may also apply.
2. Candidates working in Executive/ Supervisory level

## SELECTION PROCEDURE

Candidates will be required to sit for Management Aptitude Test (MAT), arranged by All India Management Association. Candidates who have taken the 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 2015 may apply.

## ATTENDANCE AND OTHER REQUIREMENTS

- Students admitted to the two year MBA course shall pursue the regular course of lectures and other academic arrangements made for the two year academic term.
- Students of the MBA course shall not be permitted to take concurrent admission to any other equivalent or higher/degree diploma course in University of Calcutta.
- A student shall be deemed to have pursued a regular course of study in a subject provided he/she attained at least 75 percent or minimum requirement as per Calcutta University norms of the lectures delivered in each subject of his / her first/second/third and fourth semesters' course of study.

The attendance of a student shall be counted from the date on which the respective classes begin or from the date on which he/she is admitted, whichever is later.

## 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 floated the "Loan Scheme", referring that the candidate is a bonafide student of the Institute.

## STUDENT PROFILE

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

## FEES

The details of the fee structure are shown in the subsequent page. Fees are subject to change. Fees are not refundable, except for caution money & security deposit.

## SUMMER PROJECT

Students will be helped to obtain assignments for Summer Project for two-months, at the end of the first year, after which they will return for the second year classes.

HoD - MBA, Prof. S. K. Mallick

## OBJECTIVE OF PROGRAMME

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.

## FOCUS OF THE MBA PROGRAMME

- Optimal blend of academic and corporate input.
- Constant upgradation of syllabus based on inputs from industry.
- Emphasis on the fundamental concepts of management and application of the same to work situations.
- Innovative teaching pedagogy including case studies, analysis, projects, business simulations and presentations.
- Visiting executives brought to address the students and give them an insight into the corporate world.
- Latest business trends and breaking news are examined to keep students updated.
- Corporate experience provided through Summer Internship Project and Dissertation.
- Development of soft skills, including foreign languages, to give the students greater confidence.
- Focus on character building.
- A blend of managerial acumen and a profound sense of social responsibility to equip the students for sustainable growth in their careers.

## VALUE ADDED COURSES

The department regularly organizes courses for further value addition for the students including, but not restricted to, foreign languages, software packages, self-development etc.

## MEDALS

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



## COURSE STRUCTURE

### FIRST YEAR

|             |                         |
|-------------|-------------------------|
| Semester 1  | : 9 Papers (Compulsory) |
| Semester II | : 9 Papers (Compulsory) |

### SECOND YEAR

|              |   |
|--------------|---|
| Semester III | : 6 Papers (3 Compulsory; 3 Specialization) |
| Semester IV  | : 5 Papers (2 Compulsory; 3 Specialization) |
|              | Project Work                                |
|              | Dissertation                                |
|              | Viva-Voce                                   |

### MARKS DISTRIBUTION

|                |  |
|----------------|--|
| Written Papers | : 29 Papers of 100 marks each<br>(20 marks Internal Assessment & 80 Marks Written Examination) |
| Project Work   | : 100 Marks  |
| Dissertation   | : 100 Marks  |
| Viva-Voce      | : 100 Marks  |
| Total          | : 3200 Marks   |

### ACADEMIC CALENDAR

In each academic session, two semester courses will be simultaneously conducted, i.e. Semesters I & III, and Semesters II & IV, for two different batches at the end of which corresponding semester examinations will be held.

## COMPULSORY PAPERS

| PAPER CODE | PAPER NAME   |
|------------|--|
| C 1        | Business Statistics                                  |
| C 2        | Financial and Management Accounting                  |
| C 3        | Human Resource Management                            |
| C 4        | Management Information System                        |
| C 5        | Management Process and Principles                    |
| C 6        | Managerial Economics                                 |
| C 7        | Marketing Management                                 |
| C 8        | Organizational Behaviour                             |
| C 9        | Production and Operations Management                 |
| C 10       | Corporate Environment and Business Legislation       |
| C 11       | Financial Management                                 |
| C 12       | Industrial Relations and Labour Laws                 |
| C 13       | Information Systems Management                       |
| C 14       | International Business Environment                   |
| C 15       | Management Science                                   |
| C 16       | Organizational Effectiveness, Development and Change |
| C 17       | Research Methodology                                 |
| C 18       | Strategic Management                                 |
| C 19       | Advanced Marketing Research                          |
| C 20       | Data Analytics                                       |
| C 21       | Project Management                                   |
| C 22       | Advanced Strategic Management                        |
| C 23       | Financial Analysis of Projects                       |
| C 24       | Project  |
| C 25       | Dissertation   |
| C 26       | Viva Voce  |



## SPECIALISATION PAPERS

Students will have to choose any one area of specialization from among the following:

|   |
|---|
| • Marketing Management                      |
| • Financial Management                      |
| • Human Resource Management                 |
| • Production and Operations Management      |
| • Business Analytics and Systems Management |

From within each area of specialization, they will have to take up courses in 6 papers.

### MARKETING MANAGEMENT

| PAPER CODE | PAPER NAME                                  |
|------------|---|
| M27        | Advertising and Brand Management            |
| M28        | Consumer Behaviour                          |
| M29        | Digital Marketing and E-tailing             |
| M30        | International Marketing                     |
| M31        | Marketing Decision Models and Analytics     |
| M32        | Rural Marketing                             |
| M33        | Sales Management                            |
| M34        | Sales Promotion and Distribution Management |
| M35        | Service Marketing                           |

### FINANCIAL MANAGEMENT

| PAPER CODE | PAPER NAME                                   |
|------------|--|
| F27        | Commercial Banking                           |
| F28        | Corporate Finance                            |
| F29        | Corporate Taxation                           |
| F30        | Financial Engineering                        |
| F31        | Financial Markets, Institutions and Services |
| F32        | International Finance                        |
| F33        | Portfolio and Investment Management          |
| F34        | Risk and Insurance Management                |
| F35        | Social Finance and Impact Investing          |

## HUMAN RESOURCE MANAGEMENT

| PAPER CODE | PAPER NAME  |
|------------|---|
| H27        | Compensation Management                                       |
| H28        | Human Resource Development                                    |
| H29        | Human Resource Information Systems                            |
| H30        | Human Resource Planning                                       |
| H31        | International Human Resource Management                       |
| H32        | Legal Framework Governing Human Resource Relations            |
| H33        | Management of Employee Relations                              |
| H34        | Managing Interpersonal and Group Processes                    |
| H35        | Measurement Tools and Techniques in Human Resource Management |

### PRODUCTION AND OPERATIONS MANAGEMENT

| PAPER CODE | PAPER NAME  |
|------------|---|
| P27        | Advanced Operations Research  |
| P28        | Advanced Process Planning and Scheduling                              |
| P29        | Computer Integrated Manufacturing                                     |
| P30        | Enterprise Resource Planning  |
| P31        | Lean Manufacturing and Mass Customization                             |
| P32        | Production and Operations Management Strategy in a Global Environment |
| P33        | Six Sigma in Quality Management                                       |
| P34        | Supply Chain Management   |
| P35        | World Class Manufacturing   |

### BUSINESS ANALYTICS AND SYSTEMS MANAGEMENT

| PAPER CODE | PAPER NAME                                 |
|------------|--|
| B27        | Advanced Statistical Techniques            |
| B28        | Advances in Analytics                      |
| B29        | Analytics in Industries using R / SPSS     |
| B30        | Business Intelligence and Data Warehousing |
| B31        | Customer Relationship Management           |
| B32        | Data Mining and Business Analytics         |
| B33        | Database Management Systems                |
| B34        | Enterprise Resource Planning               |
| B35        | Supply Chain Management                    |

## ACADEMIC SET UP

### DIRECTOR

Dr. Amitava Sarkar, Ph.D

### DEAN

Dr. K. M. Agrawal, Ph.D

### HEAD

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

### 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. Kalyan Sankar Sengupta, M.Sc, Ph.D, Head-Computer Department

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)

Ms. Sujata Saha, MBA (IISWBM), FCA (ICAI)

Dr. Tanima Ray, M.A. (CU), RTP (CSSSC), Ph.D (CU), PGDBM (IIM,Calcutta) Head-MBA

### ASSOCIATE PROFESSORS

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

Dr. Archana Sharma, MBA, Ph.D, Head-MRM

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

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

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

Dr. R. K. Jana, M.Sc. (KU), Ph.D (IIT, KGP), Postdoc (George Mason University, USA), Postdoc (National University of Singapore)

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

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

Mr. Buddhadi 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)

### RESEARCH FELLOW AND TEACHING ASSISTANTS

Ms. Sreeja Banerjee, MBA (WBUT)

## GUEST FACULTY

Mr. Saibal Chatterjee, PGDM, IIM (Ahmedabad)

Mr. D. N. Chakravarti, BE, FCE, FWMM

Dr. Kamal Mukherjee, BE (Cal), PG Dip. (Industrial Engg), MBA (XLRI, Jamshedpur; Fellow (XLRI)

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Mr. Arvind Shukla, M.Tech

Dr. P. Purkayastha, B.Ch.E, M.Sc (Engg) (U.K) Ph.D

Mr. Subrata Biswas, M.A. (Econ) PGDMM, MBA (Finance) A.C.I.I. (London)

Mr. Himadri Sekhar Ghosh, M. Stat (ISI), PGD (ISI)

Mr. Ashish Mitra, CA

Mr. Mukul Mitra, MBA, Ph.D, CAIIB, CPFA

Mr. Sanjay Das, BE, MBA

Mr. Sujit Sen, B.Sc, LLB, PGDPM & IR (XLRI)

Mr. Gopinath Ghosh, MA

Dr. Shantanu Mitra, LLB, MBA ACS LLM PGDM Ph.D (Law, Call)

Prof. S. C. Basu, MA (PMIR) TISS

\*This is not an exhaustive list



| ADMINISTRATIVE SET UP    |                              |
|--------------------------|------------------------------|
| <b>Director</b>          | : Prof. (Dr.) Amitava Sarkar |
| <b>Institute Dean</b>    | : Prof. (Dr.) K.M. Agrawal   |
| <b>Registrar (Actg.)</b> | : Mr. Santanu Bhattacharyya  |
| <b>Finance Officer</b>   | : Mr. Santanu Bhattacharyya  |
| <b>AAO</b>               | : Mr. Rangan Dutta Gupta     |
| <b>Librarian</b>         | : Ms. Susmita Ray            |

| COURSE FEES                      |   |
|----------------------------------|---|
| Fee for the 1 <sup>st</sup> year | Rs. 1,99,000/-<br>Rs. 5,000/- (Refundable Library caution Deposit)<br>Rs. 5,000/- (Refundable Security Deposit) |
| Fee for the 2 <sup>nd</sup> Year | Rs. 1,91,000/-  |
| Total                            | Rs. 4,00,000/-  |

| HOW TO APPLY   |
|--|
| <u>Application Fee Rs. 900/-</u>   |
| <u>Option I</u>  |
| <ul style="list-style-type: none"> <li>Online application through Debit / Credit Card</li> </ul>   |
| <u>Option II</u>   |
| <ul style="list-style-type: none"> <li>Online application through State Bank of India, Power Jyoti Account of IISWBM (A/c No. 32495656710)</li> </ul>  |
| <u>Option III</u>  |
| <ul style="list-style-type: none"> <li>Collect from the reception counter of IISWBM Application Form and Admission Brochure against cash payment of Rs. 900/-</li> <li>The last date for issue and submission of the completed admission form is 16<sup>th</sup> May, 2017.</li> </ul> |

Contact

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 Indian Institute of Social Welfare and Business Management  
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