

# IISWBM

"Our graduates nurture and build companies"



## ADMISSION BROCHURE 2023-2025

## MASTER OF BUSINESS ADMINISTRATION

2-Year (Full Time)  
UNIVERSITY OF CALCUTTA

### ADMISSION SCHEDULE

- **Last Date of Issue & Receipt of Application Form :** 23<sup>rd</sup> December, 2022
- **Group Discussion, Interview & Result :** March, 2023
- **Session Begins:** 1<sup>st</sup> week of July, 2023





**Dr. A.P.J. Abdul Kalam the then President of India  
Addressing the Institute's Convocation**

# MASTER OF BUSINESS ADMINISTRATION (MBA)

UNIVERSITY OF CALCUTTA  
2-Year (Full Time)

## ADMISSION BROCHURE 2023-2025

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## IISWBM THE LEGACY

Indian Institute of Social Welfare and Business Management (IISWBM) is the first Management Institute of the country. It was established in 1953 by Dr. B. C. Roy, the then Chief Minister of West Bengal, as the Founder President. The Government of India, in recognition of 50 years of glorious 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.

As the name of the Institute suggests, IISWBM was historically set up with a view to social welfare. The primary objective was, and remains till today, not only to churn out managers for the corporate sector but to train students for other activities relevant in the contemporary socio-economic scenario of the country. The focus of the courses remains interdisciplinary to give the students a holistic view of any organization.

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

IISWBM's philosophy is to develop right managers for the Indian business scene keeping in mind the commitment made by Pandit Jawaharlal Nehru during the laying of the foundation stone, i.e. "an intellectual experience linked with the sense of social responsibilities". Our philosophy can therefore be explained by our name IISWBM, i.e.

- Indian values
- Innovative ideas
- Sincerity in performance
- Worshipping knowledge
- Broadening horizons
- Making managers of tomorrow



# INFRASTRUCTURE

CENTRAL LIBRARY

LANGUAGE LAB

STUDENT ACTIVITY CENTRE

HOSTEL

IT SETUP

GYMNASIUM



# MBA PROGRAMME

## THE COURSE AND THE DEGREE

IISWBM conducts a two-year (full time) Master of Business Administration (MBA) degree course affiliated to the University of Calcutta. 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

Candidates apply to IISWBM either online or offline. The Institute gets the CAT scores of the applicants from the IIM admission committee. On the basis of a cut-off-mark, candidates are called for Group Discussion and Personal Interview at IISWBM, Kolkata. The final list of selected candidates is prepared strictly on the basis of merit.

## ELIGIBILITY

Graduates in any professional course (Engineering, etc.) LLB (5 years), Honours or equivalent candidates from a recognized university with minimum 50% marks (45% in case of SC / ST / NC-OBC / PWD) in graduation. Those who will be appearing for the final examinations in 2023 may also 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 shall not be permitted to take concurrent admission to any other equivalent or higher degree/ diploma course in University of Calcutta or anywhere else.
- A student shall be deemed to have pursued a regular course of study in a subject provided he / she attained the minimum requirement as per University of Calcutta norms of the lectures delivered in each subject of his / her first / second / third and fourth semesters' course of study.

## FOREIGN / NRI / PIO STUDENTS

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 University of Calcutta.

## MIGRATION

The students of other Universities are to get Registration from University of Calcutta . University of Calcutta'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 several other countries.

## PLACEMENT

**All the students of MBA full time course get placement support. Reputed Companies from all over the country and abroad visit the Institute for campus interviews.**

## SUMMER PROJECT

Opportunities are available for project work all over India. The project work in companies is carried out for two months, June and July, at the end of the second semester.

## FEES

The details of the fee structure are shown in the chart placed in the last page. Fees are not refundable, except for caution money & security deposit.

# MBA PROGRAMME

## 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.

## FOCUS

- Emphasis on the fundamental concepts of management and social welfare through inclusive practices in business.
- Innovative teaching pedagogy including case studies, analysis, projects, business simulations and assessment centre activities.
- Strong Industry - Academia interface to provide students with real work life experience through Summer Internship Project and Dissertation, field visit and weekly seminar by industry stalwarts.
- Training in positive behavioural competencies, soft skills, and foreign languages, to enhance Interpersonal effectiveness.
- Focus on character building.

## VALUE ADDED COURSES

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

## MEDALS

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

## LIST OF EVENTS

The academic year features three major events, namely Insight, Paradigm and Managereal, which are spearheaded by the Events Team formed by the students under the guidance of the faculty members and co-operation of administration and all the students. Apart from that there are also several other events organized by the Department.

### > INSIGHT

It is a platform that provides a direct interaction between the students and eminent corporate citizens, transcending classroom learning, enhancing perceptions and imbibing a whole new vision. This event involves panel discussion on the four streams of management, viz., Finance, Systems, Human Resource and Marketing, on a topic of current relevance for each stream. Each discussion ends with question answer session between the audience and the panel members.

# MBA PROGRAMME

## ➤ MANAGEREAL

The annual inter B-School fest of the institute. The fresh minds from various B-Schools are pitted against each other as they combat fiercely in order to emerge as the solo winner, as it is the victor who takes away the spoils of the war. With the rapidly changing situations that constantly challenges the fresh bloods, MANAGEREAL stimulates the real world challenges into various formats designed to test the forte of the future MBA professionals. MANAGEREAL creates the essential war scenarios that promise to stretch the minds of every participant with the thresholds of their imagination.

## ➤ NAVIKARAN

It is an initiative of the four clubs, namely Verkoop (the Marketing Club), Finvestec (the Finance Club), Abhisharan (the HR Club) and Resonance (the Photography & Painting Club). NAVIKARAN provides an opportunity for the students to participate, perform, compete and grow with an element of fun and creativity. A day full of thrill, excitement and enthusiasm, this happens to be the intra-college fest, exclusively for the in-house students.

## ➤ PARADIGM

The official alumni meet of the MBA (Day) Department, organised by the Events Team in association with the Alumni Committee. This is a gala event where the alumni of IISWBM get to relive their memories and share their stories of accomplishment. This is virtually a congregation of all sectors of Indian Business.

## ➤ MAARG

The annual social event organised by Verkoop and Finvestec gives students the chance to experience the joy of giving and spreading smiles, love and warmth! Underprivileged children visit the institute where a host of events and fun-filled activities are organised for them.

## ➤ UMEED

The first event of the academic year, E-Cell (IISWBM) organises UMEED In the month of September. The highlight of the program is the unique combination of three events namely :

**Raising Smiles-** a social event organized for the underprivileged kids of an NGO

**Pesh Kiya Jaye-** A business model competition bashed on the presentation and products, this year theme : "flood and disaster management"

**Kha-e-jao:** This is the flagship business event of the day, in which students set up their own food stalls, compete against each other and make money.

The event also witnesses notable personalities and national speakers as guests of the day. Our E-cell, just like every year, pledges to raise smiles, excitement and fun for one and all through their one-day event.





# MBA PROGRAMME

## ➤ ENTREPRENERNA

E-Cell of IISWBM organizes this annual event where eminent speakers are invited as esteemed guests on this occasion to encourage B-School students to start their own ventures. This event can also be considered as the E-Summit which has been graced with the presence of Mr. Harshavardhan Neotia, Mr. Chandra Shekhar Ghosh, Mr. Sanjay Bhudia and many imminent entrepreneurs and industrialists alike.

## ➤ GURUKSHETRA

Organised by the Alumni Committee of MBA (Day), IISWBM, GURUKSHETRA aims at guiding our students towards opting for the field of specialisation best suited for them. Dignitaries, who are also our alumni, from different corporate organisations and specialising in different fields, address the students to give a clear picture of the tough corporate world beyond the four walls of classrooms, and help clear their doubts for choosing the correct specialisation.

## ➤ KRIDA

The annual sports meet of the institute, KRIDA is conducted by the Sports Committee and is a two- day programme where not only all the departments but also the faculty and staff members of the institute get a chance to display their talents in the athletic sect in various team sports like football, volleyball, kabaddi, throwball etc. In addition to KRIDA, a cricket tournament is also held in winter.



# COURSE STRUCTURE

## FIRST YEAR

<b>Semester I</b>	<b>:</b>	<b>9 Papers (Compulsory)</b>
<b>Semester II</b>	<b>:</b>	<b>9 Papers (Compulsory)</b>
<b>Summer Project</b>	<b>:</b>	<b>In between 2<sup>nd</sup> &amp; 3<sup>rd</sup> Semester</b>

## SECOND YEAR

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

## MARKS DISTRIBUTION

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

## 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.

# COURSE STRUCTURE

## 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



# COURSE STRUCTURE

## SPECIALISATION PAPERS

Students will 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 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

# COURSE STRUCTURE

## 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

# PARTNERS IN PROGRESS



(An indicative list of recruiters)

# ACADEMIC SETUP

## DIRECTOR

Sri Dipankar Das Gupta

## HEAD

Prof. (Dr.) Archana Sharma, MBA, Ph.D. (UGC-NET Fellow)

## PROFESSORS

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

Dr. Chinmoy Jana, Ph.D.

Dr. Gairik Das, M.E., MBA, (UK), Ph.D., Head-MDP & Business Management Projects

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

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

Dr. K. M. Agrawal, Ph.D., Head-MBA PS

Dr. Madhumita Mohanty, M.A., M.Phil, Ph.D. (IIT KGP), Head-MBA (HRM)

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

Dr. Sudeepa Banerjee, MBA, Ph.D. Head-Social Welfare, Computer & Media Management

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

Dr. S. K. Mallick, B.Com. (Hons.), C.A., Ph.D. (NYU), Convenor - M-Phil/Ph.D.

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

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

Dr. Tanima Ray, M.A. (University of Calcutta); RTP (Centre for Studies in Social Sciences Calcutta); Ph.D. (University of Calcutta); PGDBM (IIM, Calcutta)

## ASSOCIATE PROFESSORS

Dr. Dipa Mitra, Ph.D. (University of Calcutta)

Dr. Madhab Milan Ghosh, M.Com., Ph.D., Head-Sports Management

Dr. Sohini Banerjee, LL.B (Hons.), LL.M (University of Cambridge,UK), Ph.D.

## ASSISTANT PROFESSORS

Mr. Ankan Banerjee, M.A, PGDSM

Dr. Arindam Dutta, B.E., M.Tech., Ph.D.

Mr. Buddhadip Mukherjee, MPMIR (Psychology, BHU), DSW (Calcutta University), CoA (Mind Mapping) (PDC, Singapore)

Dr. Gita Khawas, MSW (Madras University), Ph.D. (Jadavpur University)

Dr. Malini Nandi Majumdar, MBA, Ph.D.

Mr. Manjit Sarkar, MBA (BU), FDP (IIMK), UGC-NET

Ms. Piyali Sengupta, M.Sc. PGDEM

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

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

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

Dr. Subhasis Ray, M.Stat, M.Tech. (Comp. Sc.), Ph.D.

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

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

## GUEST FACULTY

Mr. Ankan Kumar Bandopadhyay, BE, CWA, CFA  
Dr. Arijit Sen, B.Com(Hons) PGDBM(Indor), MS(UK), RTP(UK),  
Dr. (CA) Avijit Sikdar, M.Com, M. Phil, PhD, ACA  
Dr. Amit Kundu, Ph.D.  
Dr. Asutosh Kar, M.Sc., Ph.D. in Management  
Dr. Kamal Mukherjee, BE (Cal), PG Dip. (Industrial Engg), MBA (XLRI, Jamshedpur; Fellow (XLRI)  
Dr. Kumkum Mukherjee, M.Sc., Ph.D. (CU)  
Dr. Kallol Dutta, B.Sc., LLB, PSW, MBA(MRM), Ph.D  
Dr. Mukul Mitra, MBA, Ph.D., CAIIB, CPFA  
Mr. Subrata Biswas, M.A. (Econ), PGDMM, MBA (Finance), A C.I.I. (London)  
Mr. Sanjay Das, BE, MBA  
Mr. S. C. Basu, MA. (PMIR), TISS  
Mr. Saibal Chatterjee, PGDM, IIM (Ahmedabad)  
Mr. Soumitra Poddar, MBA (VGSOM, IIT KGP)  
Dr. Siddharth S. Saha, M.Com, Ph.D.  
Mr. S.M. Gomes, M.Com, CMA  
Dr. Tapas Bhattacharjee, Ph. D. M. Phil(Com), FCMA, CISA(USA) & SAP Cent. FICO Consultant





## ADMINISTRATIVE SETUP

Director	: Sri Dipankar Das Gupta
Registrar	: Ms. Rupa Bhattacharyya
Asst. Accounts Officer	: Mr. Goutam Samanta
Asst. Administrative Officer	: Mr. Rangan Dutta Gupta
Placement Manager	: Mr. Vishal Francis Gaitano
Librarian	: Ms. Susmita Ray

## HOW TO APPLY

Visit IISWBM's admission portal. Read the Instructions carefully and take necessary action.

The application can be submitted via online or offline process:

	Offline	Online
Application Form	(A) Purchase by paying Rs 1500/- in cash at IISWBM, Management House, Kolkata 700073  OR  (B) Print out the <b>Application Form</b> available online	Read the <b>Brochure</b> to check eligibility criteria and other details Be ready with the <b>List of documents</b> that should be attached
Payment & Submission	For (A) above, drop the filled in form along with all the documents at IISWBM drop box or post the same to IISWBM address  For (B) above, pay by cash at IISWBM when you submit the filled in form along with all the documents.	During application process, User ID & Password will be generated and sent by SMS or Email. Please note it down for further reference Follow the path and pay by net banking, Debit Card or Credit Card Print the filled in Application form and Payment receipt and post to IISWBM or drop at IISWBM drop box with all the documents <b><a href="#">Click here for Online Application</a></b>

## COURSE FEES

### MBA

**1<sup>st</sup> year** : Rs. 4,06,000/-  
Rs. 5,000/-  
(Refundable Library caution deposit)  
Rs. 5,000/-  
(Refundable Security deposit)

**2<sup>nd</sup> Year** : Rs. 3,94,000/-

**Total** : **Rs. 8,10,000/- (Rs. 10,000 Refundable)**



#### REGISTRAR

#### INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

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College Square (West), Kolkata - 700 073

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Visit us at - www.iiswbm.edu

**UPCOMING NEW CAMPUS**

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**NEW TOWN, KOLKATA**



# I I S W B M

## INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT

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