



MASTER OF BUSINESS ADMINISTRATION (MBA, Formerly MBM)



PLACEMENT BROCHURE 2014 - 15



DEPARTMENT OF BUSINESS MANAGEMENT
UNIVERSITY OF CALCUTTA

VISION

Pursuing excellence with ethics

MISSION

To produce socially responsible management professionals of the highest order, under the holistic framework of research and applications.

VALUES

The value system of MBA encompasses the attributes like quality, integrity and honesty, transparency, respect for individuals, commitment and compassion towards quality performance and social and ethical sensitivity.





College Street Campus



Alipore Campus

ABOUT US

The University of Calcutta established in 1857 is one of the premier institutions of learning. The University is marked as the foundation stone of modern higher education in the country. This globally acclaimed university is also the largest and the most diversified academic institution of India imparting contemporary as well as quality education and facilitating quality research work. In its glorious journey of over 150 years the university has set many milestones one of which is the formation of Business Management Department in 1976. The post graduate Department of Business Management was set up with a view for developing its students as functional specialists with a strong grasp of all round business and management concepts as well as endowing the students with necessary management skills required in the modern day business practices throughout the world. The department aims to nurture a diverse student body to develop them into highly dexterous managers, outstandingly performing executives capable of leading and managing the changes and dealing with the various challenges of the competitive market place in the changing global economic scenario. It is needed a matter of pride for us that the department in the course of its 33 years of its existence has made its mark amongst the leading B schools in India. It has been ranked 38th amongst the top most B schools in India and 2nd amongst Universities management department according to a recent survey conducted by “Business World” magazine. Academic excellence and ethics being our motto, the students of this department come out with a rich repertoire of values and knowledge that immensely add to their strength and serve them well in course of their professional life. The intensive curriculum primarily focuses on leadership and business strategies coupled with adequate theoretical and practical knowledge where students are perfectly groomed to handle grueling corporate challenges. Within a short time, the department has proud itself strongly and distinctly in the world of management with its students working in coveted blue chip companies in different parts of the world. It is also to be mentioned that ever since its inception the department has been expanding its activities beyond academics and has been strengthening its relations with business and industry on a regular basis.



Master of Business Management

Admission

CAT, India's most competitive B school entrance examination is the first step towards getting admission into the MBA programme. Only securing high percentile in CAT qualify for GD and PI. And on successfully clearing this stage candidates can get into this course.

Intensive curriculum

The rigour does not end with the admission. Every student has to complete four semesters of in depth academic curriculum comprised of subjects from Economics to Econometrics to Business Ethics and a two month internship programme to qualify for the degree. The academics curriculum is designed according to the needs of the industries and encourages students to apply theoretical knowledge to real life situations. An optimum mix of teaching and learning methods ensures holistic personality development of the students.

Faculty to student ratio

The business management programme of the DBM , university of Calcutta, runs a very healthy faculty student ratio of 1:1. The members of the faculty are also engaged in various other programs like Faculty Refresher Programme, PhD Programme, environment research program and others. The interaction of minds, ideas and theories of the faculty members as well as the students have created an unparalleled intellectual ambience in the department.

Strong alumni

Three decades have been MBM grooming managers with leadership and integrity, making a difference in business organizations, communities and institutions wound the world. They are the brand ambassadors of the department and their success makes it necessary to indulge in rigorous marketing in graduating batch.

From the desk of **Vice Chancellor**



I congratulate the Department of Business Management for preparing the Placement Brochure for the benefit of students of its two courses – Master of Business Management [MBA] and Master in Human Resource Management [MHRM]. Both these courses are extremely relevant not only to provide jobs for our students but to promote management skill, which is crucial importance in the nation – building process of the country.

Although, relatively a late comer in the field of University – Industry partnership programme, our University has now established its own niche in this realm. Our vision of a constructive relationship with the industry is not merely limited to the recruitment of our students for the industry . Instead, we propose to move forward to develop a relationship with industry in a way which can promote research and development programmes of mutual interest, help the transformation of inventions to innovations and develop an awareness for industrial and economic growth in tune with principles of equity and justice. The Department of Business Management recognized by the University Grants Commission as a Department of Special Assistance for its academic excellence, has been a pioneer in promoting this constructive University – Industry Partnership Programme. I am confident that students graduating from this Department will be valuable additions to our country's business and industrial houses.

Suranjan Das

Vice- Chancellor
University of Calcutta

Message from Dean



The Department of Business Management of Calcutta University started its journey in 1985. The department within a very short time made its mark in the world of business by providing high quality management education at an affordable cost and at present, is regarded as one of the best post-graduate departments on Business Management both at national as well as at international level. We develop students of business into ethical leaders who can navigate in a changing global marketplace and world, using their deep experiential knowledge, skills and perspectives. The department combines intellectual expertise of faculty drawn from multi-disciplinary fields and they contribute new knowledge through high-quality research which is evident from their publications. We provide access to a strong network of people who share in the endeavor to build a sustainable world in which to live and work.

I am confident that you will see in our students a reflection of all that we stand for – high academic standards, good understanding of the issues and ability to work for the organization as well as for the society with a deep sense of commitment.

A handwritten signature in black ink, which appears to read 'Swagata Sen'.

Prof. Swagata Sen

Dean of the Faculty Council of Postgraduate Studies
in Commerce, Social Welfare & Business Management
University of Calcutta

Invitation from the **Head of the Department**



It's my privilege to introduce the Department of Business Management of the University of Calcutta, where we proudly take forward the legacy of 'advancement of knowledge' with the help of very creative enthusiastic batch of students and knowledgeable and dedicated faculty members. Being a department in a University with world renowned faculty of science, technology and humanities we enjoy the synergistic effect of academia, giving a true meaning to the interdisciplinary dimensions required in management education. The students forge a bond with concentric circles of the class, the department and the University to emerge as a team players capable of handling the rigors of the corporate responsibilities as well as the society.

We are proud to have a very inquisitive and talented group of students who come from diverse background with eclectic mix of ambition, creativity, enthusiasm, persistence and integrity. Our endeavour has been to prepare these young adult with robust knowledge of management theory and strong moral character. The programme combines academic excellence and industry aligned growth to students an insight into current global trends and future business opportunities. We aim to balance theory and practice, combining classroom learning and industrial internships and thereby strengthening ability to work hard, commitment as well as lateral thinking among the students for the development of human qualities towards betterment of society. The training in the department during the four semesters are designed to equip them to be comfortable in the shoes of ethical corporate managers, or aspiring social and intellectual leaders and moreover as true citizens with professional integrity and social commitment. Using diverse approaches, we constantly endeavour to shape our students for higher responsibilities.

We hereby invite you to avail our talent pool and definitely look forward to an enriching and an everlasting association with your esteemed organization.

A handwritten signature in black ink, appearing to read 'Sharmistha Banerjee', positioned above a vertical line that separates it from the printed name below.

Sharmistha Banerjee

Professor & Head of the Department
University of Calcutta

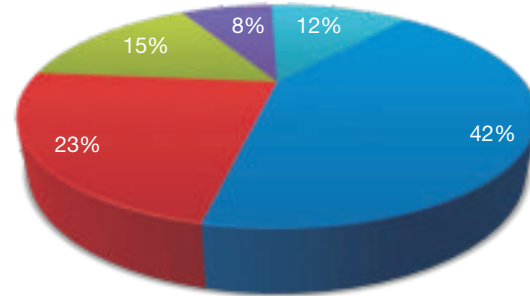
Infrasrtucture



Students Break-up in Percentage

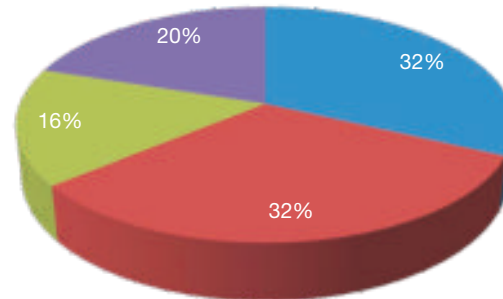
■ Engineer ■ B.Com ■ B.Sc ■ BBA ■ Others

Others - B.Pharm, B.A. (Hons.), BTM



Percentage of Students' Specialization

■ Marketing ■ Finance ■ Operations ■ Human Resource



CURRICULUM

Semester 1 (July – December)

CP – 101: Management Principles and Process

CP – 102: Organization Behaviour and Management of Change

CP – 103: Micro Economics

CP – 104: Macro Economics

CP – 105: Statistical Methods

CP – 106: Accounting for Managers

CP – 107: Ecology, Ethics and Business

CP – 108: Fundamentals of Computers

Semester 2 (January – June)

CP – 201: Business Environment

CP – 202: Business Policy & Strategic Management

CP – 203: Financial Management

CP – 204: Marketing Management

CP – 205: Production Management and OR Techniques

CP – 206: Human Resource Management

CP – 207: Research Methodology and Econometrics

CP – 208 : MIS & Computer Applications

Semester 3 (July – December)

Semester 4 (January – June)

Industry Internship (January - February)

Classes / Exams (March - June)

CURRICULUM

MARKETING MANAGEMENT

(Major)

Semester 3 (July – December)
Consumer Behavior (Minor)
Advertising Management & Sales Promotion 1 (Minor)
International Marketing
Sectoral Marketing Management
Strategic Marketing and Service Marketing
Industrial Marketing

Semester 4 (March – June)
Sales Management & Retail Management (Minor)
Market Research & Assessment (Minor)
Market Forecasting Techniques
Advertising Management & Sales Promotion 2

CURRICULUM

FINANCIAL MANAGEMENT

(Major)

Semester 3 (July – December)
Accounting for Management (Minor)
Indian Financial Systems (Minor)
Financial Economics
Cost Management
Tax Management
Project Management & Control

Semester 4 (March – June)
Financial Management (Minor)
Investment Management (Minor)
International Finance
Portfolio Management

CURRICULUM

OPERATIONS MANAGEMENT AND SYSTEMS ANALYSIS

(Major)

Semester 3 (July – December)
Quantitative Techniques & Control 1 (Minor)
Application Software Development (Minor)
Advanced Mathematics Network Analysis & Project Management
Reliability, Sequencing & Replacement Model
Principles of Operating System & Data Structure & Algorithms
Programming E-Commerce Languages & Development of Internet Applications

Semester 4 (March – June)
Production & Operation Management & Principles (Minor)
Programming Languages & Computer Networking Principles (Minor)
Quantitative Techniques & Control 2
Structured Query Languages & Software Engineering

CURRICULUM

HUMAN RESOURCE MANAGEMENT (Major)

Semester 3 (July – December)
Managing Interpersonal & Group Processes (Minor)
Human Resource Management (Minor)
Labour Economics
Management of Industrial Relations
Cross & Global Human Resource Management
Human Resource Accounting & Compensation Management
Semester 4 (March – June)
Human Resource Development (Minor)
Human Resource Counseling & Discipline (Minor)
Legal Framework Governing Human relations
Industrial Psychology

LIST OF FULL TIME FACULTY

■ **Dr. Sitanath Majumdar**

(Professor)
BE, ME, MBA, PhD,
Systems & Marketing

■ **Dr. Suvasish Saha**

(Professor)
MBM, PhD Marketing

■ **Dr. Anandamohan Pal**

(Professor)
M.Com, ACA, PhD Finance

■ **Mr. Nabinananda Sen**

(Associate Professor)
MA, Economics

■ **Dr. Sharmistha Banerjee**

(Professor), Fulbright Scholar
M.Com, B.Ed, PhD.
Human Resource Management

■ **Mr. Arabinda Bhattacharya**

(Associate Professor)
M.Stat, M.Phil., FDP(IIM A)
Statistics & Marketing

■ **Mrs. Mahua Bhattacharya**

(Associate Professor)
M.A., Economics

LIST OF VISITING FACULTY

Dr. Kanika Chatterjee ■ Dept. of Commerce, Calcutta University

Dr. Raj Gopal Sen ■ Internal Auditor, Calcutta University

Mr. Arindam Banik ■ Asst. Secretary, Alipore Campus, Calcutta University, UCAC

Dr. Soumya Sen ■ A.K.Chowdhury School of Information Technology, Calcutta University

Prof. Asish Chattopadhyay ■ Dept. of Statistics, Calcutta University

Dr. Harisadhan Ghosh ■ Finance Officer, Calcutta University

Ms. Mahua Chakraborty ■ Presidency University

Mr. Ashim Kumar Biswas ■ FCA

Mr. Subrata Bose ■ Consultant

Dr. Kalyan Sankar Sengupta ■ IISWBM

Dr. Anjan Chakraborty ■ Consultant

Dr. Chintaharan Sengupta ■ Sri Chaitanya College

Dr. Nilangshu Ghosh ■ Techno India Group

Mr. Shuvendu Majumdar ■ Consultant

Dr. Kaushik Kundu ■ Haldia Institute of Technology

Dr. Sandeep Roy Chowdhury ■ Techno India School of Management

Dr. Anutam Paul ■ Dinabandhu Andrews College

Dr. Sraboni Dutta ■ BIT Mesra, Kolkata Campus

Dr. Tapas Kr. Pal ■ Goenka College of Commerce & Business Administration

Dr. Atanu Kr. Dogra ■ Dept. of Psychology, Calcutta University

Dr. Santanu Chakraborty ■ Bhawan's College

Dr. Dipankar Dey ■ ICFAI, Kolkata

Dr. Abhijit Kundu ■ Rashtraguru Surendranath College

Dr. Smwarajit Lahiri Chakraborty ■ St. Xavier's College

Ms. Sarmita Guha Roy ■ Consultant

Dr. Ishita Chatterjee ■ Department of Psychology, Calcutta University

Dr. Arnab Das ■ Department of Anthropology, Calcutta University

LIST OF VISITING FACULTY

Dr. Sudeshna Basu Mukherjee ■ Department of Sociology, Calcutta University

Prof. Basabi Sur ■ Department of Sociology, Calcutta University

Dr. Rahul Bhattacharya ■ Department of Statistics, Calcutta University

Prof. Ashish Banerjee ■ IIM

Prof. Ashish Bhattacharya ■ IIM

Dr. Rita Basu ■ Jadavpur University

Dr. Dibyendu Kumar Banerjee ■ BESC

Dr. Santanu Chakraborty ■ IISWBM

Dr. Madhusree Mukherjee ■ St. Xavier's College

Dr. Amit Kundu ■ St. Xavier's College

Dr. Santwana Chowdhury ■ IIMC

Dr. Kumkum Mukherjee ■ IISWBM

Dr. Ratnabali Ghosh Basu ■ WB State Govt.

Mr. Rupen Basu Mallick ■ BESU

Ms. Sayani Roy Chowdhury ■ Lawyer

Mr. Amitava Roy ■ St. Xavier's College

Mr. Anindya Subhro Biswas ■ CA

Mr. Bratin Das ■ Consultant

Dr. Gargi Chakrabarti ■ Dept. of Economics, Presidency University

Dr. Ami Jafar ■ Burdwan University

Ms. Chaitali Mukherjee ■ Aditya Birla Cement

Mr. Samrat Roy ■ St. Xavier's College

Mr. Kohinoor Chatterjee ■ Consultant

Mr. Arijit Sil ■ Meghnad Saha Institute

Mr. Sudin Bag ■ Vidyasagar University

Dr. Anannya Deb Roy ■ NIFT

Dr. Tanusree Chakraborty ■ WBSU

Dr. Bibek Roy Choudhuri ■ IIFT

Ms. Ipsita C. Patranabis ■ Globsyn Business School

Dr. Shivaji Banerjee ■ St. Xavier's College

Mr. Budhadip Mukherjee ■ IISWBM

Mr. Soumya Saha ■ St. Xavier's College

Ms. Rita Karmakar ■ IIMC

Prof. Uttam Kumar Dutta ■ WBSU

MARKETING MANAGEMENT

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

- Peter F. Drucker

Marketing Management is a generic functional area of management. This is explicit in the value chain of Michael Porter. Thus the indispensability of this functional area of knowledge is undisputed. The department offers core paper on Marketing Management and a dual specialization marketing major having a set of optional papers in the 3rd semester and 4th semester and marketing minor following the same pattern. The purpose of students specializing in major is their employability in marketing and areas alike to marketing. The purpose of minor papers in marketing is to be functional in managerial positions over cross functional areas including marketing. The syllabus of the optional papers incorporates the latest stuffs knowledge development in the respective fields. The syllabus is designed to build deep competency in the art and science of choosing which customers to serve and getting, keeping and growing them through delivering superior customer value. Students choose this specialization to prepare them in various major and contemporary marketing fields that range from Product Management, Advertising and Sales and Account Management to Retailing, E-Business, Distribution Management and Strategic Management Planning.



STUDENTS' PROFILE



Subhasish Barua

B.Sc in Zoology

D.O.B.: 29/02/1992

Minor HR

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Biswanath Karmakar

Btech in Electronics and
Communication Engineering.

D.O.B.: 06/03/1991

Minor Finance

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Work Exp.: 10 months in EMBEE
SOFTWARES PVT. LTD. as Service Engineer.



Arindam Banerjee

B.Pharm

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Work Exp.: 3 years in NATCO PHARMA LTD.
as a Business Development Executive.



Tapas Roy Chowdhury

B.Com (Hons) in Finance

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Minor Finance

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Work Exp.: 1 year 3 months in FEATHER LINES
TOURS & TRAVELS as a marketer.

STUDENTS' PROFILE

**Sushanta Mondal**

BTTM (Bachelor of Travel and
Tourism Management)
D.O.B.: 12/10/1989
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**Samanwita Sinha**

B.Tech (Food Technology)
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Minor Finance
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**Sudeshna Samaddar**

B.Sc (Chemistry Hons.)
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**Arka Sankar Sarkar**

B.Sc. (Hons) in Biotechnology
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FINANCIAL MANAGEMENT



**“ Finance is the art of passing currency from
hand to hand until it finally disappears.”**

– Robert W. Sarnoff

The Master of Business Management (MBM since 1976 and changed to MBA from 2012) of the Department of Business Management, University of Calcutta is running successfully for near four decades maintaining excellence in ethics. The course has **Finance** being the dominant one of them in terms of number of students opting for the specialization, in terms of top performances in the university examinations and in terms of the final placements in the industries. The faculties include university toppers with professional qualifications and experience in accounting and finance. The faculty is equally strong in providing highest standard of exposure to the students in various relevant fields. The course curriculum and pedagogy is also comparable to any national or international standard. The guidance for research work is the additional feature for this MBA course. In this specialization the department has many instances of its students completing their PhD Degree from this University or from other renowned Universities in India and abroad. Alumni of this specialization are spread all over India and abroad in various important sectors. The department is privileged to inherit a rich legacy and convicted to make it richer.



STUDENTS' PROFILE



Md. Jamil

BBA (Hons.) in Finance
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Minor Marketing
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Priyanka Mondol

B.Tech (Electronics And
Computer Engineering)
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Arijita Roy

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Debprotim Chatterjee

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STUDENTS' PROFILE

**Indrani De**

B.Com(Hons.) in Marketing Management
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**Rahul Sinha**

BBA(Hons) in Finance
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**Sajal R Thakker**

B.Com.(Hons.) in Accounting & Finance
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**Sumit Kr. Das**

B.Com(Hons) in Finance
D.O.B.: 10/01/1990
Minor Marketing
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OPERATIONS MANAGEMENT AND SYSTEM ANALYSIS

“Productivity and efficiency can be achieved only step by step with sustained hard work, relentless attention to details and insistence on the highest standards of quality and performance.”

– J.R.D.Tata

In this department students are taught **Operation Management & Systems Analysis** specialization comparing of subjects like Structural Systems Analysis& Designs, Database Management Systems, Software Engineering, Data Structure & Algorithms, Computer Network Principles, different procedural and non procedural programming languages namely C, C++, JAVA , E-Commerce Languages for systems analysis, designs and management which make them compatible for software industries especially for project management or other managerial role. Besides they are taught Inventory Management, Replacement & Reliability Theory, Game Theory, Network Scheduling, Project Management which make them more sound and competent for the operational sectors at various MNCs and supply chain sectors as well. To make the students competent to the state-of-art technological advancements and mathematics for soft computing is also taught. The core competence of this specialization is the course structure or the curriculum which is designed by renowned academicians as well as corporate leaders giving importance in minute details with an aim to serve the requirements of industries. It is worth mentioning that in this department teacher student relationship are like ancient “Gurukul” so that they are prepared and trained for industries as well as professional life; nurturing the motto of the University “Excellence with ethics” for the purpose of “Advancement of Learning”.



STUDENTS' PROFILE

**Abhishek Datta**

B. Tech (Electrical and
Electronics Engineering)
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**Amartya Roy**

B. Tech (Electronics &
Communication)
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**Arpan Roychowdhury**


B. Tech (Electronics &
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**Paramita Nandi**

A.M.I.E(Computer Science)
D.O.B.: 09/04/1979
Minor HR
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Work Exp.: 8 years in B.P. Poddar Institute
of Management & Technology as a Technical
Instructor & 1 year in BESU as Project Assistant.

HUMAN RESOURCE MANAGEMENT

The background of the slide features a light gray illustration of numerous stylized human figures. These figures are arranged in a way that suggests a network or organizational structure, with some figures appearing to be connected by faint, dashed lines. The figures are rendered in a simple, rounded style, and their colors are a mix of light gray and off-white, creating a subtle, textured effect across the entire slide.

**“Take our 20 best people away, and I will tell you that
Microsoft would become an unimportant company”**

– Bill Gates

Human Resource Management as the area of specialization exposes the students to the employee - organization dynamics and related issues in the contemporary business world. The intricate constructs in inter personal relationships and the challenge facing organizational management are considered in details. The areas pertaining to Man Power Planning, Selection and Recruitment and the Employee Retention and Employee relations and Welfare are dealt with in detail. Challenges that organizations may face in an environment in which there is partial flexibility in Labor Market are deliberated with proper emphasis on legal regulations and trade unionism. HR Accounting, HRIS, talent management and attrition, competency management are also covered in the course curriculum of Human Resource Management.



STUDENTS' PROFILE



Bachendri Ray

B.Tech (E.E)

D.O.B.: 15/06/1985

Minor Marketing

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Work Exp.: 5 years 3 months as a Software Professional in IBM & TCS.



Kumari Priyanka

B.Sc (Botany Hons.)

D.O.B.: 27/12/1984

Minor Marketing

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Work Exp.: 26 months in APTECH (Patna) as a Senior Academic Advisor & 33 months in Prayas... an endeavour as a Deputy Centre Manager



Debontika Roy

BBA (Hons.)

D.O.B.: 07/10/1990

Minor Marketing

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Malabika Maity

B.Tech (Food Technology)

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Ayon Adhikary

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D.O.B.: 23/10/1991

Minor Marketing

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STUDENT'S ACTIVITY

Constantly growing and developing management skills through in and out activities, our department eventually helps in its overall performance appraisal and motivation. Besides hours of continuous theoretical studies of management texts and theories through classroom studies the student of the department take active part in extra curricular activities including self grooming activities. Some of our regular activities are –

- Group Discussion • Presentation • Debates • Quiz • Participation in inter college competitions • Seminars
- Industry visits • Voluntary participation in various projects and seminars

Students of this department have interests in various extracurricular activities like b-school fests, youth summits, or projects with some targeted social outcomes. A few of them are:

1. Participation in NIPM HR Business Quiz Of 2013 as well as of 2014.
2. A group of 8 students actively participated at the 2013 IYF (International Youth Fellowship) World Camp, organized at the KIIT Bhubaneshwar.
3. Students played a proactive role in various B school fests like 'UNIEX 2014' (Techno India), 'Inferno 2014' (Army Institute of Management), 'Managereal 2014' (IISWBM).
4. Students participated in an international youth convention held on the occasion of 150th birth anniversary of Swami Vivekananda, Organized by Ramakrishna Mission, Belur Math.



INTERNATIONAL FINANCE CONFERENCE

JANUARY 2014



PROMOTING ENVIRONMENTALLY CONSCIOUS BUSINESS AMONG WOMEN STREET FOOD VENDORS OF KOLKATA

MAY, 2014

This research project, sponsored by United States – India Educational Foundation (USIEF) was conducted with students of D of BM, University of Calcutta as volunteers. The objectives of this project were to Identify women street food vendors whose businesses are adversely affecting the environment. The volunteers played a proactive role in the field work of involving the women street food vendors in introducing indigenous and inexpensive environmentally sustainable methods for tackling these problems, so that customers can enjoy food which does not contain or contains less toxic materials, and the vendors use safe fuel, water and deal with their wastes in an environmentally friendly manner.



EMERGING PARADIGMS ON ORGANIZATIONAL BEHAVIOUR

OCTOBER, 2013



INTERNSHIPS

The Department of Business Management provides its students the scope to undergo various Internship programs in different companies of varying industries during the winter (January - February) for two months of industry exposure. The students undergo training and project based on which they are assessed in the final semester of the curriculum. Some of the companies that partner us during the internship program are :



State Bank of India, LHO Kolkata, has selected 10 students from this department to undergo 2 months paid summer internships with the bank for 2014, which is one of the highest number of selections for internships from LHO Kolkata from any single institution in 2014.

SOME OF OUR RECRUITERS



CONTACT PERSONS

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Placement officer

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PLACEMENT COORDINATORS



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