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ASSISTANT PROFESSOR / LECTURER
Dr. P. C. Chunder at the Institute's Convocation in 2004
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 BOG of IISWBM, Retd. Justice Shri Chittatosh Mukerjee
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

Dr. Gairik Das, ME, MBA, (UK), Ph.D, HoD-MDP & Business Management Projects
Dr. Dulali Nag, M.A., Ph.D (US)
Dr. Archana Sharma, MBA, Ph.D, HoD-PGDRM
Dr. Sarbani Mitra, B.Ed, PGDMenvM, PGDSA, MBA, Ph.D, HoD-Fire Management

ASSISTANT PROFESSOR / LECTURER
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Dr. Soubarna Pal, M.Sc, Ph.D (UK)
Mr. Arindam Dutta, B.E., M.Tech
Dr. Surajit Chakraborty, M.Sc, Ph.D
Mr. Sandip Ghosh, M.A., LL.B, MBA
Mr. Buddhadiap Mukherjee, MPMIR, (Psychology, BHU) DSW, C.a.o (Mind Mapping Singapore)
Dr. Sanghamitra Sen, MBBS, DLO, PGDHM, MBA
Dr. Sikharnii Majumdar, M.A., Ph.D (US)
Ms. Malini Nandi Majumdar, MBA
Dr. Anupam Ghosh, M.Com, M.Phil, PGTLM, Ph.D
Mr. Madhab Milan Ghosh, M.Com
Dr. Tania Shaw, MBA, MSW, Ph.D
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
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.

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.

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.

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.

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.

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.

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.

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.

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

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.
## Course Structure

### Compulsory Papers

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## Indicative List of Past Recruiters

- ABP
- AC Nielsen
- 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.
- McRo 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
- WBPDC
- WBSEDCL
- Whirlpool India
- XL Dynamics
- Zee Entertainment Enterprises Ltd.
### Financial Management
- 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

### Marketing Management
- MKTG 24 Advertising & Brand Management
- 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

### Human Resource Management
- HROB 24 Human Resource Planning
- 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

### Systems Management
- 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

### Production and Operations Management
- POM 24 Purchasing and Materials Management
- 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