MASTER OF BUSINESS ADMINISTRATION (MBA)
University of Calcutta

CONTENTS

About IISWBM 2
Infrastructure 4
Academic Setup 6
About MBA Programme 9
Recruiters’ List 10
Course Structure 11
Administrative Setup 14
How to Apply 14
Admission Schedule 15
Board of Governors 16
Application Form
IISWBM was constituted on 25th April 1953 by a resolution passed by the Senate of the University of Calcutta. This was the culmination of the joint initiative taken by the University of Calcutta, the Government of West Bengal, the Government of India and the captains of industry in India to set up for the first time a management education institute in India, a concept alien to many in the educational fraternity at that time. The Institute has successfully crossed its Diamond Jubilee Year, signifying over 60 years of an eventful journey in management education in India. IISWBM, the first management institute of India was thus established by Dr. B. C. Roy, the then Chief Minister of West Bengal as its Founder-President and Prof. D. K. Sanyal as the first Director. Government of India, Department of Posts in recognition of 50 years of glorious existence of the first B-school in the country, released a Commemorative Postage Stamp on IISWBM, on 25th April 2004 in New Delhi.

This year IISWBM has introduced its M. Phil programme under Calcutta University, has reintroduced its Master in Social Welfare (M.S.W.) 2 years full time programme and upgraded its Retail and Media Management programme to Masters in Retail Management of the Calcutta University as a degree and Post Graduate Diploma in Media Management (offered jointly with Calcutta Media Institute promoted by ABP Private Limited) as a Calcutta University diploma programme.

The Institute takes pride in its faculty that consistently ranks highest amongst premier B-Schools in terms of their Intellectual Capital. The faculty members are dedicated to the development of its students and the Institute and regularly engage themselves in research and project work. Several faculty members have won prestigious awards over the years.

The Institute boasts of alumni in reputed organizations both in India and abroad. The alumni are respected for their knowledge, commitment, loyalty and ethical values in this fast changing world.
IISWBM provides the faculty and students with a state of the art, technologically advanced, modern and large campus. The campus has a serene environment, which is conducive to education and learning. The students can pursue their academics with utmost focus and also unwind from time to time in the open areas and its student activity centre.

Classroom

The spacious air conditioned classrooms are well equipped with Smart boards, LCD multimedia projector etc. and properly maintained to cater to the academic requirements of the students. The seminar rooms possess all the necessary amenities so that ideas can be exchanged between the students and faculty and even members from other institutes or corporate houses.

Conference room

The conference rooms have been constructed on the most modern lines with audio-visual aids. The facility of video conferencing makes the Institute even more industry friendly with scope of uninterrupted interaction. The conference rooms have in-built speakers to make conversations distinctly audible. The cordless microphones help speakers to interchange ideas.

Auditorium

The auditorium boasts of a well-designed stage, good acoustics, comfortable seating and audio-visual screen. It is the perfect platform for meetings, stage shows and interactive sessions. The screen complements any kind of audio-visual communications with amplifiers, speakers and an installed projector.

Computer Centre

The Computer Centre of the institute is housed on the first floor. It has all the state-of-the-art resources in place to facilitate the academic and administrative activities of the institute. Apart from providing high end academic support to the students, it also provides leased line Internet connectivity, through wireless and wired LAN. Students have access to continuous free Wi-Fi facility at the Institute.

Central Library

The Central Library was started along with the establishment of the Institute in 1953 in order to cater to the academic and research needs of the faculty, research scholars, students, officers and non-teaching staff. Since then, the Institute Library has gone from strength to strength to live up to the expectations of its users. Central Library has open-access facility for the members. It provides lending, reprographic and bibliographic services to the students, faculty and other scholars. The Library subscribes to a good number of foreign as well as Indian periodicals and journals. The Library also subscribes to a number of foreign as well as Indian periodicals and journals. The Library has e-journals and e-books for the benefit of the users. The books in the Library are arranged according to the DDC numbers mainly on specialized subjects on Management, Social Welfare, Industrial safety, Transport, Environment, Energy, Health Services, Economics, Mercantile and Labour Law, Bio-Informatics, Sports and Intellectual property etc. The Library subscribes to a number of foreign as well as Indian periodicals and journals. The Library also has e-journals and e-books for the benefit of the users. The Central Library has already implemented the bar-code based circulation system. The members can also conduct their self-assessment.

The Institute subscribes to the database-Prowess and Crisil.

The Institute strictly complies with these directions and AICTE regulations in this regard.

New Campus

IISWBM plans to develop a 2" campus at New Town, Kolkata.